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A chronicle of some significant events in the lives of La Salle alumni. CREDITS—Front cover design by Omnigraphic Design; inside back cover and pages 12, 28, 31, 32, 39, Mark B. Jacobson; 30, 33-37, 40, Lawrence V. Kanevsky; 15-23, Canun Art; 7-9, Omnigraphic Design; 11, Mike Maicher; 27, Charles F. Sibre; 29, University of Pennsylvania.
Five U.S. congressmen were wounded by a fusillade of bullets in House chamber by three Puerto Ricans demanding freedom for their country . . . President Eisenhower and Senator McCarthy were using each other of being too soft on Communism . . . Democrats and Republicans were gling over the question ofhood for a pair of territories -- Alaska and Hawaii. The publicans wanted Hawaii (guaranteeing them two Senate seats) and the Democrats were handing Alaska (ditto, two seats) price. And, of course, there was a segment of southern Democrats who didn't want to see a "n-white" territory like Hawaii admitted because that would mean support for civil rights legislation.

In Philadelphia, the Mayor was ree, the City Controller was ree, and a cop from the 19th Ice district named Frank L. zo was promoted to captain . . . Homes in Mayfair were going $10,500. A rancher in Maple de was selling for $9,250 and an additional $200 you could get the same house in Lower Bucks county. A good size house on an e lot in Gywnned Valley was sold at $27,500 . . . Night life in e city meant Chubbys, the Latinino, or the Rendezvous . . . wning King and Co. was selling its Tweed topcoats for $30 . . . A would fly you to Chicago for mi for $43 . . . A Nash Rambler lily sedan cost $1,550* and A was selling black and white soles for $299.
Television in March 1954 marked Twenty Questions, Peter I Hayes and Mary Healy, spc casters George Walsh and J. Whitaker, WPTZ. John Cam Swayze, Arthur Godfrey's Ta Scouts. Duffy's Tavern, Ro Montgomery Presents, Ef Fisher, The Motorola Hour, Sti One, I Led Three Lives, and both three nights a week . . . Patti P Eddie Mathews, and John Hoo were endorsing Chesterfields James Stewart and June Ally and "The Glenn Miller Story" v packing them in at the Stanley Dean Martin and Jerry Lewis v slapsticking it up in "Money F Home" at the Goldman . . . "N People," with Gregory Peck Broderick Crawford, was dsmash business at the Fox Meanwhile at the nabs, C Gable, Ava Gardner, and G Kelly were featured in "Mogam Spring Training opened with Williams breaking his collaron his first workout. American Le batting champion Mickey Ver holding out, and young New Y Giants centerfielder Willie M finally getting his Army charge . . . Manager Eddie Joost the A's, was high on a 28-year; 150 lb. rookie second base named Forrest Jacobs . . . M while, over at the Phillies ca Johnny Wyrostek was denying he was a holdout and Mel Clark robbing Stan Lopata of a "st base hit in an intrasquad game Heavyweight champ Rocky M iano was training at Grossinj and United Press was nar Duquesne's Dudey Moore "Co of the Year," a bit premat perhaps, because the sea favored Dukes would event lose the NIT title to Holy Cross AND ON MARCH 20, SALLE WON IT ALL!
LaSalle Defeats UCLA And Kentucky Rips Duke

LaSalle Gains NCAA

October, 1953. Frank O'Hara and John Grauer were sitting in the old cafeteria in Leonard Hall, staring at a copy of the 1953-54 basketball schedule. O'Hara, captain-elect of the Explorers and a Dean's List student, was a senior like Grauer although the latter was a little older. Grauer knew the basketball scene, though. He played basketball at La Salle High and had played on the college's freshman team before enlisting in the Marine Corps for two years.

"We looked at that schedule and agreed that we'd be pretty lucky to win half our games," recalls Francis R. O'Hara, Esq., '54, who today is the assistant general counsel of the Gulf Oil Corp., in Pittsburgh.

O'Hara and Grauer had good reason to be pessimistic. Gone from Kenny Loeffler's 1952-53 team—his best club ever—the team generally conceded to have it all over the previous year's NIT champs—the team that should have done better than 25-3—the team that would have beaten St. John's in the NIT quarterfinal if Jackie Moore hadn't been sick and if Tom Gola hadn't sprained his ankle—were Fred Iehle, Norm Grekin, and Jack French.

Moreover, Jackie Moore, the club's top rebounder, was gously ineligible. So was Joe Gilson, the former Public League scoring leader from Lincoln High who was supposed to supply much of the firepower. And so was Frannie McMenemy, the Marine Corps vet who once led the Catholic League in scoring at Roman Catholic. Billy Katheder, a part-time starter, had been called into the service. And finally, Loeffler had just learned that Ed Altieri, a valuable reserve, couldn't play because of the five year eligibility rule.
Most experts figured that La Salle's four-year "city championship" string (Penn and Villanova didn't compete because they shared the Palestra) was over. After all, how far could an All America like Tom Gola and a slick, but small playmaker like O'Hara carry a club with nine sophomores through a schedule that included the Kentucky Invitational, the New York Holiday Festival, the city games against St. Joseph's and Temple, and the first road game at North Carolina State since that 76-74 loss in 1951? That's when Loeffler almost started Civil War II with his "Greatest Steal Since the Louisiana Purchase" howl.

What the experts didn't foresee was that Gola was about to dominate the game like no man had done since Hank Luisetti came shooting out of Stanford in the 30's. And Loeffler, that colorful, indomitable, controversial, indefatigable, raconteur—the Howard Cosell of the basketball intelligentsia—the lawyer and basketball strategist par excellence who had guided the little-known Explorers to an astonishing 93-21 record and four NIT's in four years, was about to turn in one of the great coaching jobs of the century.

When that gloriously, unbelievably 1953-54 season was over—and La Salle had crushed Bradley, 92-76 in the first nationally-televised NCAA title game in history, the Explorers had become only the third Eastern team in history to win a national crown. No Eastern team has done it since. The Explorers won 19 of their last 20 starts, finished second behind unbeaten Kentucky in the final AP polls, and put our tiny Christian Brothers college of 1,200 day students forever on the national map. Reluctant NCAA champs, to be sure, because most of the players had wanted to return to the NIT. But champs they were! Five of the top six players were Philadelphia area products. Three came from the same (La Salle) High School and only two players were from out of state. Nevertheless, it happened and the catalyst was Gola.

"If you were modeling your perfect ballplayer," said one coach, "you would end up with a surefire description of Gola: fast, good shooter, good rebounder, good dribbler, great on defense, and a wonderful team man. Maybe you'd like to have him a little taller, but that's hardly necessary since he has opposed players up to seven feet and usually comes out on top."

Yogi Berra, of the New York Yankees, called Gola the "Joe DiMaggio of basketball." Loeffler said simply, "Gola is the best in the world." Later, before La Salle's NCAA game with Fordham, Kenny told the Buffalo writers, "He's not only the greatest college or pro player today, but the greatest in basketball history. I know that I'm covering a lot of ground but I go back thirty years in this game and I'll take Tom Gola as the greatest."

It wasn't just that Gola averaged better than 23 points a game or pulled down over 22 rebounds a game or smashed just about every significant La Salle College record. It was the way he performed. It was the way he performed on the court, the way he assumed team leadership, the manner in which he carried himself in public, on trips, in the classroom. Everything Tom Gola did, he did with class with style. He was a superstar before the word super became a fashionable cliche; a nationally-known hero before the media started manufacturing national idols. "Playing with Gola gave everyone a lift," says O'Hara. "He inspired everybody to play over their heads. You could write books about the guy," says Frank Blatcher, one of the sophomore heroes that year. "Not only was he completely unselfish, he was a helluva steady influence on the club."

Gola was—and still is—one of Philadelphia's few genuine folk heroes—a native-born son who reached the pinnacle of success here and who remains, in athletic retirement, a prominent, highly-respected member of the community.

Ironically, Gola was to return to his alma mater 15 years later as head coach and help restore an image somewhat blighted by the previous coaching regime. He guided the 1968-69 Explorers to a 23-1 record and the school's only other second place finish in the Associated Press poll. There are many experts who claim that La Salle could have beaten UCLA for the NCAA title that year had the school not been on NCAA probation.
"I said it even before that (1969) season started," recalls Gola. "The '69 team had more talent than we did. We all jelled in the same year. Most of the '69 club had played together for a while and had more experience. It's just a shame that they never got a shot at the NCAA. We were lucky the year we won the NCAA because some teams got knocked out."

Great as he was, however, the 6-7 Gola could not pull off the miracle of 1954 alone. There was O'Hara, a gutty 5-9 guard who battled his way into the starting lineup despite the fact that Loeffler was reluctant to play "little" men. And then there were the sophomores: Frank Blatcher, a 6-2 guard, a protege of Paul Arizin from South Philadelphia High and the best outside shooter on the club. Charlie Singley, a 6-3 forward from West Catholic who had led the freshmen in scoring. Charlie Greenberg, a 6-2 guard, like Gola and O'Hara a graduate of La Salle High who was to become the most improved player on the team. Fran O'Malley, a 6-3 forward from Carbondale, Pa., who would score perhaps the most important basket of the season later in the NCAA tourny. Bob Maples, a 6-5 forward from Elmhurst, Ill., had his moments. So did the reserves like John Vodsnukis, the 6-7 center from Warrior Run, Pa.; Manny Gomez, a 6-5 forward from Forest Hills, N.Y., and Bob Ames, a 6-3 forward from Philadelphia's Roxborough High.

"When we started the season almost every one of our fellows lacked something," said Loeffler to Bob Vetrone, of the Philadelphia Bulletin. "Some weren't good outside shooters. Others were weak on defense. But everybody worked together and we got good results. You can pick out any player on the team and see where he has helped."

"Gola was greater than ever. He had to carry the rebounding load all by himself most of the time and he was magnificent. Even when he was sick and should have been resting he insisted on practicing and playing. O'Hara started hitting with his outside shooting and gave our attack the balance I was afraid it would lack."

"Frank Blatcher, who was slow on defense, improved on that. We always knew Frank could shoot. Maybe he shoots some bad ones some times but when he starts hitting he's a nice guy to have on our side. Charlie Greenberg, Bob Maples and Charlie Singley all came through at different times. If one was weak, the other would pick up. They're all sophomores and bound to be inconsistent, but they certainly showed me one thing at all times—guts. No team I've ever had gave out as much as these kids!"

La Salle didn't exactly set the world on fire at the start of the season. The Explorers were beaten twice by Niagara and lost to Kentucky after achieving some notoriety by knocking off John Wooden's unbeaten, 17th ranked UCLA team, 62-53, in the opening round of the Kentucky Invitational. The second loss to Niagara was particularly bitter because it came in the semifinals of the Holiday Festival, Ned Irish and the Madison Square Garden crowd had been hoping for a La Salle-Duquesne final (the Dukes were ranked #1 at the time). But the Explorers shot only 24 percent from the field and Loeffler took some heat from the press for sticking to a zone defense despite Niagara's phenomenal shooting from the outside. Thus, the Explorers went into the new year with an 8-3 record.

"Things began to change after being trounced in that game by Niagara," recalls O'Hara. Starting with a Garden consolation game win over Brigham Young, the Explorers went on an 11 game winning streak, beating such teams as Manhattan, Dayton, and North Carolina State. Blatcher, who exploded for 15 points to spark a second half comeback against Manhattan, feels that game was the turning point. "We were starting to do the things that we had to do to win," he recalls. "Now there were seven or eight guys who knew that they could do the job. Kenny really knew the personnel and knew the right time to pick the right guy. As a club we had pretty good balance. Kenny called us specialists."

The Explorers had also picked up impressive city series victories over Temple and St. Joseph's. Blatcher burned the Hawks by making his first five shots and seven of eight to help build a 17-5 lead. O'Hara was shooting close to 50 percent...
from the field and the club was gradually making some headway (hovering around tenth place) in the Associated Press and United Press basketball polls. By the time that Furman and the nation’s leading scorer Frank Selvy came to Convention Hall to suffer a 100-83 loss to La Salle in the “battle of All Americas,” the winning streak had reached ten and the won-loss record stood at 17-3. As a scorer Selvy was virtually unstoppable. Greenberg was assigned to cover him and La Salle’s best defensive player did a credible job despite the fact that Selvy scored 40.

“I remember one time when we switched off or something and I ended up guarding Selvy,” says Blatcher. “I had my fist in his belly and my hand in his face—and I mean in his face, and he still turned around and dropped in a beautiful hook shot. On the way back down court I yelled, ‘Get your man, Charlie!’”

Greenberg chuckles today when it is suggested that he was the club’s defensive player. “Gola was probably the best defensive player,” says Charlie. “At the beginning of the season I wasn’t playing much. During one of the consolation games in the Garden, Loeffler asked me if I could stop someone. Before he could say anything else I said, ‘yeah, I can stop him,’ and had my (warmup) pants off. That’s how I became a defensive player.”

Greenberg credits his high school coach, Charles (Obie) O’Brien with polishing his defensive skills. “Obie always taught us to help out,” he recalls. “A lot of guys never heard of that. To do it right you’ve got to concentrate. Even today there are All Americans who don’t play much defense.”

The string finally ended when Temple, still smarting from a 77-53 loss early in the year, pulled off a 57-56 upset. “In retrospect, they may have done us a favor,” says O’Hara. “There would have been a lot more pressure if we had gone into the NCAA’s with a long (15 game) winning streak.”

By this time both the NIT and NCAA wanted La Salle. The Explorers were committed to accept the latter’s bid if offered because the 33 team member Middle Atlantic Conference had agreed just that year to send its best representative. The NCAA call came after La Salle knocked off Fordham, another postseason contender, 61-56 at the Arena in a game that was not that close. Gola was still feeling the effects of a flu attack but had a typically super game, 22 points and 21 rebounds. The Explorers celebrated the school’s first NCAA invitation in classic style by beating St. Joseph’s, 78-64, to nail down their fifth straight city title. With La Salle leading, 9-8 early, Gola quickly put the game out of reach by scoring three straight field goals and triggering three quick fast breaks which resulted in similar scores.

“Actually we don’t have any business being in a tournament,” said Loeffler after the St. Joe’s game to Ralph Bernstein, of the Associated Press. We’re not big enough to do any real damage. These kids have to outfox an opponent to win. They’ve got plenty of hustle, brains, and desire to win. We have only one outstanding player, Tom Gola.

“Our big problem was to keep Gola in the game, keep him from tiring or fouling out. We accomplished this by constantly switching our offense and defense during the game. When we wanted Gola to take it easy we’d go into a four man screen with Tom on the inside line. Thus, he rested a bit on offense while the boys on the outside passed the ball around. On defense we used a zone to rest Gola, setting him in the front of the basket to handle rebounds. We were lucky it worked.”

La Salle closed out the regular season by beating St. Louis, another NCAA-bound quintet, for the second time, 96-82. Gola had 31 points and 21 rebounds! O’Hara enjoyed the best Convention Hall game of his career with 21 points including 14 in the first half when the Explorers trailed by nine points. Singley, an early-season starter, made his last seven shots en route to a 21 point night.

The Explorers drew Fordham as their NCAA first round opponent in the Buffalo Auditorium and beat the Rams in overtime, 76-74, in what many consider to be the most dramatic game in the history of Buffalo basketball. Blatcher’s dad, unknown to Chrysler, had been taken seriously ill while the club was on the way to Buffalo and he died while the game was in progress. La Salle was losing and called timeout with four seconds left in regulation. Gola took the ball inbounds and fed O’Malley with an “impossible” pass underneath and Fran banked in the equalizer at the buzzer.

“My dad and I had been very close,” recalls Blatcher. “Suddenly that tournament took on so much more of a meaning to me because I know that he wanted...
to see us do well. Because of his death, basketball to me was secondary, but still important. There were things I wanted to see us do as a team and things I wanted to do as an individual."

That Fordham game was the turning point for us," says Gola. "That's the game I'll never forget. They had the talent to beat us and we were down with four seconds to go. But our guys had gained some confidence and poise by then. After we pulled it out we were ready for anybody."

Returning to Philadelphia and the Eastern Regionals at the Palestra, the Explorers snatched North Carolina State's ten game winning streak, 88-81, as Gola put on what Navy coach Ben Carnevale called, "the greatest one man show I've ever seen." Taking over with 2:20 left and La Salle leading, 71-69, Gola scored, passed off, blocked shots, and grabbed rebounds in a spectacular display that sparked a 17 point surge. The Eastern final was anticlimactic as Gola and Singley turned a close game against Navy into a 64-48 rout. It was on to Kansas City and the NCAA championship round for the first time by a Philadelphia school.

Although ranked only 11th in the final AP poll, La Salle had already advanced farther than some of the top-ranked clubs. Kentucky, unbeaten and ranked first in the final AP poll, won the Southeastern Conference crown but found three of its players ineligible for the NCAA Tourney. Penn State, the last of 32 teams selected for the tournament, had disposed of defending champion Indiana (ranked first in the AP poll) and Notre Dame (winner of 18 in a row) in the regionals at Iowa City. Thus, Loeffler found himself coaching against his alma mater in the semifinals. It was no contest.

While Bradley was disposing of Southern California, 74-72, in the other semifinal, the Explorers held State scoreless for the first six minutes, led all the way, and won, 69-54. Gola had to take only nine shots (he made five) and shared scoring honors of 19 points with Blatcher, the game's only sub.

And so it came to pass that the tourney's two "Cinderella Teams" met for the NCAA championship with La Salle playing its best game of the year and crushing Bradley, 92-76. Fittingly, it was Gola who gave the Explorers the lead for good, at 49-47, with a three point play. Tom had a typically well-balanced game—19 points and 19 rebounds. Singley and Blatcher each had 23 points, giving Frank 42 points as a substitute for the two nights. Most observers felt that Blatcher should have been selected to the "All Tournament" team alongside Gola and Singley.

For Frank, though, it really didn't matter. He and his dad had already won the big one.

Epilogue

The Explorers came within 15 points of becoming only the third team in history to win consecutive NCAA titles in 1954-55. They were 22-4 during the regular season and swept past West Virginia, Princeton, Canisius, and Iowa in the NCAA Tourney before losing in the championship game to San Francisco's Bill Russell/KC Jones quintet coached by Phil Woolpert, 77-63. Loeffler, who had suffered a near-fatal ulcer attack during the summer, left at the end of the season to become head coach at Texas A&M. He stayed there for three years and later taught business law at Monmouth College and Nevada-Las Vegas.

Today he is 71 years-old and retired at Oceanport, N.J. Gola went on to a brilliant career with the Philadelphia Warriors and New York Knicks in the N.B.A. He has since enjoyed considerable success in politics and business.

The sophomores of that glory team wound up their collegiate careers struggling to a 15-10 record under Jim Pollard but have generally been successful since graduating. Blatcher runs his own insurance agency. Greenberg coached at Philadelphia's Father Judge High where he is now assistant principal. Maples became a science teacher and tennis coach in Maywood, Ill. O'Malley went with IBM as a buyer in Owego, N.Y. Singley went into insurance, Ames became a foreign service officer for the U.S. State Department in the Middle East, and Gomez became a pilot with Mohawk Airlines.

And whatever happened to Phil Woolpert, the man who dissolved the Explorers' dream? He, too, developed ulcers after winning another NCAA title at San Francisco. Today he drives a school bus in the tiny town of Sequim, in Washington.
Philosophically, sports has its aesthetic and liturgical dimensions, becomes a recapitulation of life, and controls and dominates reality

The Case For College Athletics
By Eugene Fitzgerald

It would be difficult to recall any culture in the history of mankind which did not feature some degree of preoccupation with sport or athletic activity. Innate, it seems, in human nature is the desire to promote health through exercise and the aspiration to achieve physical excellence. Professor Paul Weiss, one of the distinguished philosophers of the 20th century, notes that sports have had a universal appeal to all kinds of people in all times and in all places.

There is a paucity of literature on the philosophy of sport. Neither Plato nor Aristotle wrote any special treatise on the subject, although in The Republic the former did indicate the need for the cultivation of the grace of the body for those being trained to become the future rulers of the state. Socrates, in a number of the Dialogues does make reference to the Athenian palestra, which he apparently visited frequently, and the athletes of those days who trained there.

The absence of literature notwithstanding, what are the plausible reasons for the appeal of sports? Can a case be made for asserting its necessity in civilized life? More specifically, can a rationale be drawn up to show that sports must play an integral role as one of the dimensions of life at our colleges and universities?

The phenomenon of sport can be viewed from three kinds of aspect: a) it becomes a recapitulation of life in the analogues peculiar to athletic contests; b) it controls reality, dominates it and bends it to our will by the way it deals with time and space; and c) sports contains its own immanent aesthetic (which very often is not appreciated by either contestants or spectators). Sport, in fact, is a form of art:

Two men looked out through prison bars:

One saw mud, the other stars.

An athletic contest viewed minimally as something completely divorced from the myriad activities of everyday life where the only concern is with the scoring of points limits our consciousness of the total spectacle to what may be important but not necessarily comprehensive.

Sport demands competition as well as cooperation. But so does every business enterprise, every war engaged in by nations, every challenge posed by the life of learning, etc. What is being said here, at the risk of circumlocution, is that the strategy and techniques employed in sport as well as the aim to excel and triumph simulate in its own contained way the principles found in the rest of civilized life.

Consider the analogy between sport and its athletes with that of war and its warriors. In both there is a “plan of battle” necessary to execute the functions leading to success. But this analogy is further interrelated and correlated with other considerations (analogies) that may be economic, religious, legal and scientific. The “economic” aspect of sport can be clearly seen in the maximum results often achieved with the minimum expenditure of skill—time and space being limiting factors affecting the resources (players).

A community requires laws to govern the activities of its citizens. So also does a game require rules, rules that must be obeyed and enforced if the contest is to be manageable. If the athlete hopes to be successful, he must be knowledgeable about the nature of the contest and how that knowledge is related to his sense of coordination. Athletic activity in its more sophisticated sense, then, involves all the intricacies of the learning process. The athlete is not merely a body performing, but a body-mind entity which happens, incidentally, to be playing this game at this time.

It is interesting, and not merely coincidental, that the forward pass in football became an integral part of the game—and changed football—at around the same time that the airplane revolutionized the strategy of warfare. A bit later we witnessed the abandonment of the more primitive “trench warfare” between interior lines (“Pop” Warner and the single wing—“three yards and a cloud of dust”) for the more open and variegated offensive and defensive alignments symbolized by the “T” formation and its derivatives.

Sports has its liturgical dimensions as well. Ernest Hemingway saw in the bullfight many of the rituals comparable to religious services with its entrance anthems, costumes-vestments, the participation of the faithful (aficionados), the high point of celebration with the sacrifice of the bull, and the subsequent reflections on the cosmic nuances of the drama. Tom Gill, the writer, and others have commented in like fashion.

Without straining the point, I believe it is arguable that sports contests (apart from bullfighting) are felt to be more replete with the recognition of the need for ceremonies, pageantry and the observance of certain rubrics peculiar to the game. Divorce these things from sport and the athletic contest appears to be divested of much of its color and drama.

In a rather unique fashion sports can be said to control reality and bend it to its will. It contains time and space, celebrates it and very often idealizes it. Sport is a legitimate form of recreation it seems only proper to mean that we “recreate” (as contestants or spectators) another assessment of reality and it satisfaction by the exploits, if not herioc, of those involved. Players wear appropriate costumes. They use equipment which demands to be controlled and use as instruments which are so many extensions of the physical body, tying the body into a large perspective. Perhaps Marshall McLuhan is more correct than some of his critics are prepared to admit when he says that the evolution of man can best be understood as the many ways in which we through our instruments and technology become more totally involve with the “global village.”

Through equipment, athletes modify the tyranny that time and space (place imposes on them. They do more than the would otherwise be capable of doing without this equipment. But, equally important, they make a ball, stick, glove and bat more than mere equipment because of their skill and talent. Evidently, artists do this with their medium transforming that medium. Time at place are then “this time and this place.
which is to be remembered, reflected upon and savored. It was here and then that a mile was run under four minutes, that 16 points was scored in a few minutes, that an athlete vaulted over 17 feet, and so on.

Earlier it was maintained that there is an immanent "aesthetic" in sport. This can be better appreciated if one is able to discern the difference between "what" is done by an athlete and "how" he or she does what is done. Athletic activity is or ought not to be frantic, random physical movement—but rather controlled, measured and disciplined activity which depends greatly on the grace and coordination of the performer.

If, as John Dewey states in his work Art As Experience, art is coextensive with life and not radically discontinuous, then I believe the derived corollary can be stated: sport well executed is expression of art and deserving of all the respectability with which we associate the traditional fine art forms. But, obviously, we must be discriminating here. There is great art, average art and inferior art. The criterion we use in making these value judgments depends on a number of factors: originality, creativeness and imagination, to mention but a few.

Sport, too, as played can be artistic and evoke considerable aesthetic satisfaction depending on how it reflects the essential identifiable features of such genre as poetry, music, drama, the dance, sculpture and architecture. Most athletic contests have their own rhythm, flow and cadences. Their absence results in shoddy play, disorganization—and is recognized when it does not exist by coaches, players and spectators.

Sport manifests and articulates its own kind of music, sometimes like a symphony with its different movements and at other times like a recital (which may involve either a soloist or an ensemble). Yet what is quite unique about the music of sport is the major role played by percussion. Sounds that may be either harmonious or cacophonous are made by bats, clubs, shoes, racquets striking some object very often resisting some change.

Compare this with the beating of a drum, the clang of symbols, the tympany of a xylophone, the plucking of a piano keyboard. In competitive sports, who has not been aware of the blend, intensity and measured rhythm of a basketball being dribbled (slow, fast, staccato), of football players being blocked and tackled and the accompanying voices of the players and fans, or the characteristic melody of an excellent volley in tennis. This percussive character of sports is true about most all other games where there is striking, sounds and a pattern.

It will not be necessary to deal with the "dramatic" element of sport because I believe it is quite self evident. Rather, I feel that we can further concentrate on sport as an art because of its analogous (and analogies are real) association with the dance and sculpture.

Jimmy Cannon, the late New York sports writer, once called baseball "American ballet." No doubt he had in mind the choreographed movements involved in bending, throwing, leaping, sliding and twisting which we find orchestrated in many exciting plays. If these actions are performed adroitly and with grace, it is more often than not the difference between success and failure.

The same claim can be made for basketball, football, soccer, track and hockey. It can be demonstrated, for example, that basketball employs in the movements of its players all of the five major steps of the ballet. The tour jeté and the pas de deux can be seen to have their counterparts in "the layup" and the "one on one", to cite just two of the movements. Again, several years ago, T.V. pro football fans were both amused and enlightened when CBS television showed films of dramatic plays in choreographic fashion with musical accompaniment featuring players jumping, tumbling, spinning as though in a dance sequence.

It might appear ludicrous to assert that sports incorporates the distinguishing features of sculpture. Sculpture involves a three-dimensional representation of a figure or thing arrested in its own aesthetic space. But it also evokes the experience of arrested time. In Athletic competition, who has not marveled at the grace and elegant symmetry of a body caught, if only for a fleeting moment, as though suspended and arrested in this place at this time. Rather clear examples that come to mind involve the pole vaulter hung suspended at the top of the bar and hurdlers clearing the barriers in a fashion that suggests a sculptural dimension in the pause, however brief, that precedes the completing of the movement. Sculling reflects, also, the kinetic sculpture of bodies in motion and at the same time arrested in their symmetry.

The foregoing is intended to point out that athletics (varsity or intramural) should not be viewed as a frivolous diversion on our college campuses, but that its role is necessary and must be appreciated if the total person is to be educated. Still, we would be something less than candid if we ignored the criticism (some of it valid) coming from vocal quarters about the justification of varsity athletics.

These are what I believe to be the major objections:

- Overemphasis on athletics at the expense of the academic.
- Athletes cannot find time to achieve both academically and athletically.
- Athletics contributes to the "Jock" mentality.
- The cost factor is prohibitive.
- Athletics creates an "elitist syndrome".

Generally, athletes are not good students and do not contribute to the academic image of the college.

- Athletes are exploited by many schools who seem only interested in the person's physical skills.

Overemphasis. Undoubtedly, this is true at a number of schools, but eventually it proves to be self defeating because of the danger of lowering standards and jeopardizing accreditation. The "sins" of a few institutions should not reflect adversely on the majority of a more enlightened Academe. Ethical recruiting procedures can do much to avoid the stigma that such and such an institution
is a "football factory" or a "basketball school."

**Division of time factor.** While it is true that participation in varsity athletics requires that a considerable amount of time be spent in practice, traveling and the playing in games, enough student athletes with average credits in the past have been able to divide their time productively. But non-athletes who combine studies and employment also encounter this problem. Unfortunately, some of those who consider themselves athletes first and students last will lack the motivation to appreciate the value of learning and may even think of studies and attendance as class with the attitude of caprice. To overcome this, it would seem absolutely necessary that such athletes be assigned a counselor or guidance official to oversee their academic progress or lack of it. Perhaps many such people should not have matriculated in the first place.

**The "jock" mentality.** Like many other expressions in the past whose coinage has become a stock in trade, the reference to someone as possessing a "jock" mentality can mean many things to many people. To those of the genteel tradition who regard athletics as vulgar and a concession to the animal instinct, it represents a clash between what some believe to be "higher values" as opposed to "lower values." Such people operate in terms of disjunctions and/or dichotomies. The only response to this view is that life is much more than they conceive it to be and their position might reflect more intolerance than superiority of value.

But athletics considered in the way in which we have viewed it in the earlier section of this article certainly need not contribute to the cultivation of a "jock" mentality. Indeed, no one can deny that there are athletes who dismiss or minimize the larger meaning of education. Whether this is as widespread as many of the antagonists contend, we can only conjecture. There is no doubt in my mind, however, that the extension of the use of the term is much greater than its reality.

**The cost factor of college athletics.** If statistics are accurate, it is very true that many schools operate their athletic programs at a deficit. Again, many institutions with visions of glory have been unrealistic about the degree, kind and extent of varsity competition and the amount of money expended for it. Private independent and religious schools, because of lack of finances and drop in enrollment, have had to cut back drastically in the area of intercollegiate competition. Football is a prime example. Many smaller and lesser endowed colleges and universities found it necessary to drop it as a major sport. Today, probably no more than ten Catholic institutions field a varsity football team. Financially, it simply is not feasible.

Yet the cost factor has been shown to be manageable when a school has displayed more modest aspirations for its varsity athletic program. Sports requiring less expensive playing areas, equipment and coaching salaries can compete in an altogether respectable fashion when the allocation of funds can be determined not to compromise other departments and areas of student life. The ideal, of course,
would be served where it can be shown that a sport is self-supporting, or, at least, where this is not possible for a school to measure the worth of athletic competition and its benefits (prestige?) against its costs in the context of the total college budget. Not to be forgotten, either, is the fact that facilities and equipment of many ports can be used to benefit those desiring to participate in intramural sports. At La Salle, our intramural program is quite extensive and available for both men and women.

The “Elitest Syndrome.” Critics of college athletics often maintain that athletes view themselves as a group different from the general student body. They gather together and circulate in their own orbit, expecting in many instances to be treated as a superior group and to be extended privileges not given to the “average Joe.”

This can occur on a small scale, but it would reflect more on the cultural and psychological immaturity of the particular athlete than on a calculated policy encouraged by the administration. There are the undeniable benefits of scholarships, the railing table, travel, medical treatment and such like. But these things are realistic when one considers the service which the athlete renders to his school. Understandable, too, is the extension of excuses—at proper times — for absence from lasses when distance and playing sites make it impossible for the athlete to meet his everyday classroom obligations.

What makes it difficult for the student athlete, more than other non-athletes, is the knowledge that studies have to be taught up. I see no reason why faculty members should not attempt to assist the athlete in tutoring when circumstances have made it impossible for him to be in class. But are they to be regarded as an elite group because of these factors? I think not.

Generally, athletes are not good students. Many athletes, as the NCAA declares through the news media, are superior to the average college student. But it would be absurd to argue that the contrary is not also true: many athletes barely meet the former NCAA requirements of a 1.6 index. On the whole, I believe it could be statistically documented that athletes compare favorably with the average college student, maintaining an index somewhere between 2.0 and 2.4.

At La Salle, our athletes have traditionally been expected to perform at a level that exceeds the NCAA minimal requirements. Our programs in the sciences, arts and business are at least as challenging as those of other institutions comparable to ours.

Moreover, La Salle does not have a Physical Education major, very often a program at a number of institutions where athletes are “slotted.” This comment is not intended to demean Physical Education Departments which certainly have their own justification. But educators for years have known that athletes who would not succeed in other major programs of study could accommodate themselves to the standards set by Phys Ed departments. Why this has been true for a long time in the history of American higher education, I cannot truthfully say. It would be arrogant, however, to deny the need for a program of studies which would equip athletes to become future teachers of physical education in the nation’s schools. Readers may draw other conclusions if they wish.

Athletes are exploited by many colleges. If we are to believe the authenticity of charges made by athletes in books and articles and interviews, this criticism may be true of some schools at some periods of their history, or may even be true about a few schools generally. It would be naive not to acknowledge that some institutions regard athletes primarily as “bodies” who are capable of displaying certain physical excellence in the skills they possess. The immorality of such instances is patently clear, although the charges would be denied by the offending schools and the contention would be very difficult to prove in the majority of cases.

Once a student is given an athletic scholarship there can be no guarantee that he will perform according to the fondest expectations of his coaches. He or she may not “make the team.” The person can become injured. But the scholarship has been granted and the only ethical thing would be to permit the student to continue his education, if he maintains standards, and secure his or her degree.

College athletics does contribute to the total profile of what an academic institution should be. Criticisms there will always be. But the benefits far outweigh the doubtful substance of detracation.

Eugene J. Fitzgerald, ’51, is associate professor of philosophy at the college.
From a spectator standpoint college athletics just don't seem that important these days. Or do they?

DON'T THEY BLOCK TRAFFIC ON OLYNE AVENUE ANYMORE?

By BRUCE BEANS

Sports Forum

The basketball fans on campus must have some comments, questions, or reactions to the play of the team so far this season.

Next week we will have an open forum on the b-ball team.

Bring all letters, comments, or questions (any length, no need to be typed) to the Collegian Office in the basement of McShain Hall (Library Side) or address to "COLLEGIAN" and put them in campus mail.

"Gone is the romance that was so divine"—Irving Berlin, 1924

It came at the height of the basketball season, the day of the La Salle-Notre Dame game at the Palestra. That Wednesday's issue of the Collegian had a prominently displayed box on the third page of the sports section which asked for "comments, questions, or reactions" concerning the basketball team.

Nobody had any.

A week later an enraged dorm resident stormed down to the Collegian office with a poster that had the current intramural dormitory basketball standings: the student had ripped it down from the residence halls' North Complex gate. He hurled the poster at an editor, claiming that the Collegian had done irreparable damage to his team. A typographical error in the newspaper had given his 2-2 team credit for one win and three losses instead.

The two isolated incidents underline an apparent shift of emphasis that athletics at La Salle are currently undergoing. Only 307 students saw fit to purchase season tickets this past year, a considerable drop from last year's previously all-time low figure of approximately 600. Poor attendance at the four Madison Square Garden dates was a major factor in the failure of Paul Westhead's 18-10 team to obtain an NIT bid.

Meanwhile Hayman Hall's attendance figures for the 1972-73 academic year soared over 105,000. Although figures are off slightly this year, building director Joe O'Donnell attributes the decrease to a drop in sightseers rather than to a slip in actual users of the facility.

Although Athletic Director Jack Conboy passes off the ticket decline as a momentary situation—"All we have to do is win and they'll come out of the woods," there is growing evidence on campus that the days of the rabid fan are over. John Tighe, a junior who first attended La Salle during the 67-68 and 68-69 academic years before serving in the Marine Corps, graphically recalled the yesteryears of American Graffiti:

"The Palestra was the place to go. Everything centered around it. People would get P-O'd off, stamp their feet, and throw things—there was a lot of bottle throwing then. If La Salle was really behind nobody could get off a foul shot. People were going nuts..."

This year the infamous rollout banners, probably more indicative than anything else of the chaotic pandemonium that seemed to grip the West Philadelphia cavern, almost didn't appear.

"Nobody was going to make them up this year so myself and some kids who'd been going to the games thought it was somebody's responsibility," senior education major Don Casolaro explained. Casolaro and 10 others did what formerly had been a spontaneous activity.

"Maybe it's just an impression, but students seem more sophisticated, more mature, and less apt to be very emotionally involved in athletics today than 10 years ago," Dr. Joseph Mooney, economics professor and chairman of the Athletic Committee that advises Conboy, feels.

"A friend of mine, Jack Schuster, who graduated in the
“Very few girls I know have ever gone to a game.” Debbie Wissman, a junior math major who was one of the charter members of the Women’s Athletic Advisory Committee (WAAC), a group which works closely with the athletic department to formulate women’s policy, remarked. “A lot I know are here just for education. You’re also here to meet people and participate. The talk I hear they just go home, work, and study.”

The erosion of interest in varsity basketball has even infiltrated the ranks of varsity athletes. Hank Washburn, while not your typical athlete (the junior, a guitar-playing diver, left school for a year and a half), admits that he has “never really been involved in any other sports and I’ve never seen a varsity basketball game. Perhaps it’s lack of interest, but it’s also that the group of people I hang around with aren’t into it. I do watch them on TV and I’m happy when they do well but...”

While many students are “happy when they do well,” due to school work, parttime jobs, and sundry other activities (not to mention almost blanket television coverage), that happiness hasn’t been translated into measurable fan support, i.e., ticket sales and vocal encouragement.

On the other hand Hayman Hall has become a mecca for students, particularly the residents. Although she cringes at the domestic overtones of her metaphor, Mary Ann Gwiazdowski, one of the student members of the Athletic Committee, correctly remarks that, “I don’t know how we got along without Hayman Hall; it’s like getting a dishwasher, you just don’t know what you did about the dishes before you got it.”

In the face of the current money crunch, Conboy is committed to buoying both ends of the program—intercollegiate and the intramural/recreational. La Salle’s athletic budget for the year ending June 30, 1973 amounted to $282,140—2.38 per cent of total college expenditures. For a decade, from 1962 to 1971, the athletic expenses held steady at 1.92

Unlike the fifties and sixties, loyalty books, pep rallies, and parades are passe’ on many college campuses these days.
per cent of the college budget. Rising costs and the added upkeep of Hayman Hall are responsible for the percentage rise.

Likewise, however, 1973's athletic revenue shot up from 1972's $71,000 to $92,000, largely due to increased ticket guarantees and tournament proceeds.

Nonetheless some feel that the price tag for intercollegiate sports is too high. Kristine Long, a junior who helped organize WAAC, says, "There's certainly a tendency to give too much money to intercollegiate sports: that's the way it is at most schools. I'd like to see it centralized at the bottom with intramurals."

For the most part, however, sentiment at La Salle indicates that the athletic budget money is well spent. In fact, an eight-member Committee on Athletics concluded in a report which College Council accepted in the summer of 1972 that "with the rather full financial details provided to this committee, the budget seemed quite reasonable—even minimal considering the quality and acceptance of the program thus financed."

"We have a sizable problem with economics," Conboy concedes, "but if things don't get any tighter than now, I have no complaints. Sure I'd like more money; there's a problem of fantastic cost increases in services and travel. It makes it tough to keep the program going."

There is currently no movement afoot, however, to blindly chop a huge chunk out of Conboy's budget to alleviate the college's financial ills. "So far I think the athletic program as well as every other department has felt some pressure in recent years and if the crunch continues it would feel it proportionately," President Daniel Burke indicated.

Both Brother Burke and Vice-President of Student Affairs Dr. Thomas McCarthy concur with Conboy that "a college needs a broad-based program to properly serve the students, for those who can play at a reasonably high skill level, a reasonable skill level, and those who just want to knock around. Between intramural and intercollegiate athletics we offer enough to satisfy just about anybody's wants."

Viewed simply from the standpoint of recruitment and development, the athletic program is indispensable. "Academically schools are very comparable today but students want more than that," McCarthy opined. "A school that doesn't offer good recreational and social outlets isn't going to attract and hold students. To me there's no choice, if you want to call yourself a college in the fullest sense."

Brother Andrew Bartley, director of admissions, would agree. "Any activity that gets the La Salle name out to the public in a quality context is worthwhile," he says. "For right or wrong people feel that if you run one type of program right that can be correlated to the overall program. Far more column inches are devoted to sports than to Fulbright scholarship winners. I'm not saying that one is more important than the other but the focus on sports is very effective as a public relations medium."

Although Brother Bartley estimates that "less than five per cent" of La Salle's applicants cite successful sports teams as the main reason for matriculating, he notes that, "the area of spectator sports is an important factor.

"In one or two instances after particularly poor, bottom of the Big Five years, in certain areas in the western suburbs where people have to pass St. Joe's and Villanova to get to La Salle applications have dropped."

Hayman Hall is not without it's recruiting charms either. "Students who visit the campus cite it as a real plus factor," Brother Bartley reports. "They're highly impressed. It's not just helpful as a varsity lure but also for general students. The average kid sees it and knows much of the time is allotted for general student use."

Jim Anthony, the ex-SGA president, recalls that "I came here because we were building a swimming pool."

While sports do not have a measurable effect on the development fund, Director of Development Br. Patrick Ellis feels that the success of the intercollegiate teams has an indirect bearing on his office's task. "I can't attach any real money significance to sports; I've never seen sports have an immediate impact on development," he points out. "The only things that have affected us adversely were the sit-ins."

"What I think is important is that the alumni can be proud of the college. They stress the top effort on the part of all sports. If a team is clearly putting out 100 per cent, that really inspires the alumni."

It is the college's aim for all teams to be competitive at their particular level. "Our philosophy is that we always want our varsity teams to have a reasonable chance of success every time they enter a contest. We don't want them over-matched," Dr. McCarthy indicates.

Translated in terms of teams, the college expects to field a basketball team that can take the court against any team in the nation: the rest of the teams are expected to be capable of Middle Atlantic Conference (the college will enter a splinter league, the East Coast Conference, in July) competition. Accordingly the athletic department has approximately 100 scholarships at its disposal: all are not in use all the time. For instance, due to finances, the baseball team was asked to withhold two of their 11½ allotments last year. The basketball team, which is budgeted for 24 full grants, filled 17 last year, one under the 18 total which NCAA regulations will make mandatory in 1976. These standard NCAA grants cover tuition, room and board, fees, and $15 per month laundry money.

The rest of the athletes' grants only include tuition and fees and in many cases are partial scholarships. For example, soccer coach Bill Wilkinson built a 9-5-1 (third-place in MAC) team last fall by spreading the equivalent of 12 full grants amongst 19 athletes.

What results is a program geared to competitiveness but one that leads to some dissatisfaction from the non-basketball athletes.

"The farthest we've been south this winter was the Spectrum."

440-yard sprinter Gordon Faulkner grumbled. Realistically, however, finances are not available for a big push in other sports.

"They probably do resent it a bit but when you do look at it basketball is paying for itself and everything else is in the red," senior guard Steve Baruffi pointed out.

"Sure the basketball players fly everywhere and we have to take buses," breaststroke and individual medley swimmer Gerry Barth says, "but it just seems that the other athletes have a little more freedom. We decide what we do and how we should act, which I like."

The demands on basketball players in many respects are greater; for some the pressure begins even before they enter La Salle. Barry Brodzinski scored over 2,000 points at North Catholic High School, was the MVP at the City All-Star Game—and received over 300 letters from interested colleges.

"It's okay for coaches to burn a kid but if he decides not to go they don't like it. As long as they get their scholarships filled, they don't care what they do to kids," the freshman says.
Are Big-Time Intercollegiate Athletics in Trouble?

STORM CLOUDS OVER THE NATIONAL SCENE

BY RICHARD STARNES

The following special report is excerpted with permission from a series written for THE CHRONICLE OF HIGHER EDUCATION by Richard Starnes, of Scripps-Howard Newspapers.
Frank Broyles: “If something is not done, the lid’s going to blow off.”

A miasma of scandal is engulfing intercollegiate athletics in the United States. Campus reformers—and a remarkably small number of journalists—are now being joined by some of the country’s most respected coaches in sounding the alarm. Joe Paterno of Penn State, Darrell Royal of the University of Texas, and Frank Broyles of the University of Arkansas are prominent among the football coaches who fear that college sports have been blighted by widespread professionalism and malignant abuses in recruiting.

Recruiting violations, Paterno told an interviewer, are “blatant—right out there in the open. . . . the worst I’ve seen in my 23 years of coaching.”

“You get kids saying to you: ‘So-and-so is going to give me this.’”

Echoed Frank Broyles, for 16 years head coach of the Arkansas Razorbacks:

“If something is not done, the lid’s going to blow off. There’s going to be a real explosion in this conference.”

Darrell Royal, who to many epitomizes the win-at-any-price coach of a big-time football team, said, “I used to think everything I heard was exaggerated, but we’ve had too many people come here that have told us what people have offered them.

“You’re out there trying to sell yourself and your school, and the guy ain’t hearing a word you’re saying. All he’s wondering about is when you’re going to start talking money.”

The outcry for reform is by no means universal among the elite of the nation’s football coaches. Woody Hayes, the legendary football coach at Ohio State and one of the game’s most noted monolists, becomes uncharacteristically taciturn when the subject of recruiting abuses and overemphasis is broached. He dismisses the mounting criticism as a plot to “undermine athletics.”

Coaches, of course, are only one element in the triumvirate that rules big-time intercollegiate athletics. College administrators, a subculture never celebrated for reticence, are almost entirely silent on the question. And athletic directors, the least known and most important element, often sound like Jim Kehoe, who four years ago was brought in to restore the University of Maryland’s shattered football and basketball fortunes.

“You do anything to win,” he says flatly, “I believe completely, totally, and absolutely in winning.”

Hidden behind the gaudy spectacle on America’s Saturday-afternoon TV screen, the world of intercollegiate athletics is trapped in a savage spiral of dizzyly rising costs and badly tarnished morality.

It is a world where a season’s college football audience outnumbers the nation; where skyrocketing overhead and widespread infractions of the rules against professionalism have created an unprecedented economic and ethical crisis.

A survey last spring and summer revealed that intercollegiate sports, notably football and basketball, are caught in an upward cost spiral that finds survival directly linked to winning—and in which winning is possible only by affronting the spirit and often the letter of the rules of amateurism.

In colleges that emphasize big-time intercollegiate athletics, virtually every player receives a full scholarship, paying complete room, board and tuition charges, regardless of need. A new N.C.A.A. rule effective Aug. 1 limits each college’s football scholarships to 105, basketball to 18. At most institutions, this can be reckoned as a $500,000 budget item.

A difficult budget item to pin down in many universities is recruiting. The most widespread abuses exist in the frenetic scurry to recruit “blue chip” schoolboy athletes, the 17- and 18-year-olds who may become the superstars capable of “turning a program around”—that is, making a winning team out of a loser.

Recruiting has become the most important task for coaches and their staffs. Goaded by the inexorable pressure to produce profitable (i.e., winning) teams, and aided by wildly enthusiastic alumni, coaches bring almost intolerable pressure to bear on talented youngsters to sign a “letter of intent” binding them to play for a particular college. Once he signs, a boy has all but surrendered the right to change his mind; if he elects to switch schools, he must sit out his transfer year ineligible to play.

Coaches, alumni, and other boosters (not excluding academic staff) play the recruiting game with the same single-minded dedication they will later demand of the recruits they enlist, N.C.A.A. rules forbidding schools to offer any inducement beyond scholarships are routinely broken. Autos, apartments, credit cards, and sinecure campus jobs are common currency among recruiters. So are under-the-table cash payments.

An outstanding high-school athlete may find himself visited by more than 100 coaches. Every institution with athletic pretensions entertains scores of prospects on its campus every year. Many big-time athletic schools have their own counterparts of Florida’s “Gator Getters,” an organization of campus boosters who like to be involved in persuading high school stars to attend their school. Summer jobs are promised by fanatical team boosters, Fathers, mothers, and brothers also have been offered jobs. One avidly sought bluechip athlete told how one coach had offered to pay off the mortgage on his parents’ home.

In some of the notorious “outlaw” schools, violations of the rules of academic eligibility have become institutionalized. Doctored transcripts, altered grades, exams taken by stand-ins are some of the routine abuses that have been documented in the last year.

“Brain coaches” are a fixture at every major football or basketball power. It is their job to see that student-athletes maintain academic eligibility. All evidence points to the conclusion that this is remarkably easy to achieve. Snap courses and compliant professors share with the brain coach the dubious credit for maintaining the academic eligibility of some singularly ungifted students throughout their playing years.

The inevitable consequence of this is that many big-time college athletes do not win their degrees. This is a hotly disputed point, and there are no reliable statistics, but some observers claim that in many schools emphasizing athletics only about half of the varsity players graduate.

“Class work comes second,” one coach conceded. “Playing big-league college football is a full-time job.” The role of the academic leadership of suspect institutions is not a glorious one. A casual investigation of the subject makes it apparent that many administrators have succumbed willingly to the siren song of reaching institutional pre-eminence by fielding football or basketball teams that can beat other colleges.

Millionaire coaches with fanatical followings (often generated by the coaches’ own TV show), multimillion-dollar
stadiums mortgaged to the hilt, evermore-demanding alumni, and the unchallenged direct relationship between solvency and winning have proved to be factors far too powerful for all but a handful of academic leaders to resist.

During the 1972-73 football season more than 400 million Americans witnessed 2,997 games by 620 universities and colleges. The games involved about 50,000 players, coaches, and trainers.

Of the enormous audience for college football last season, some 30.8 million watched regular-season games in person, while another million or so attended bowl games. The total TV audience for the season was estimated at 350 million.

Although there is no central accounting for college sports, the football gate last year was estimated at $150-million. Television contracts for the broadcast of 37 national and regional games poured another $13.5 million into the intercollegiate athletic conglomerate’s coffers. Both sums are exclusive of bowl games.

Basketball gives away nothing to football in the fanaticism of its followers, but it is a game doomed to relatively small live audiences because it is played indoors. In 1972, there were 32,318 games played by 1,243 colleges. The live audience was estimated at 25.2 million. There is no estimate of the total TV audience, but C.B.S. says 38 million saw the N.C.A.A. finals between U.C.L.A. and Memphis State in March of last year. It was the largest number ever to watch any basketball game, anyplace.

The magnitude of intercollegiate sports, and its uneasy mating with television, are new developments. But alarm and disquieting imputation of widespread scandal are nothing new. Ever since Theodore Roosevelt read the riot act to educators and demanded that they clean up the bloody affray that football had become, one or another in an endless succession of critics has pointed the finger at big-time college sports and cried out that it was festerling with corruption.

The most detailed and by far the most scholarly study of the abuses of intercollegiate athletics was undertaken in 1929 by the Carnegie Foundation for the Advancement of Teaching. The Carnegie document said:

“... Our study of the recruiting and subsidizing of college athletes affords much direct evidence that college athletics have bred among athletes, coaches, directors and even in some instances among college administrative officers, equivocation and dishonesty. The impairment of moral stamina that such practices imply is the darkest blot upon American college athletics.”

In 1938, Robert M. Hutchins, the president of the University of Chicago, took the school out of the Big Ten with a historic blast at “crass professionalism, all the more shameful because it masquerades as higher education.”

“Nobody wants, or dares, to defy the public, dishearten the students, or deprive alma mater of the loyalty of the alumni,” he said. Most emphatically of all, nobody wants to give up the gate receipts. The trouble with football is the money that is in it, and every code of amateurism ever written has failed for this reason.”

Today there is much more money in football than Mr. Hutchins could have dreamed possible. And much more trouble.

Title to the most expensive athletic program in the country is one championship that universities use much fiscal sleight-
Tennessee is budgeted to spend $3,166,000 on its athletics.

At Tennessee, so far as is known, athletic scholarships are limited to N.C.A.A.-approved level of full room, board, and books and $15 a month "laundry" money.

"Coaches," the authority quoted above continued, "do help in getting summer jobs for athletes. No doubt many jobs are obtained in the businesses owned by alumni or fans. Tennessee says it strictly follows N.C.A.A. rules of no more pay for work done than the nonathlete would receive for the same job.

"Tennessee has a small group of girls, organized as the Vol Hostesses, who aid in recruiting. They do not date prospects, but do help with campus tours or as receptionists when player-prospects first arrive at the athletic dorm. Girls must have parents' approval, and it's interesting that there is a waiting list to belong."

No searching look at Tennessee football would be very rewarding without the guidance of Tom Siler, sports editor of the Knoxville News-Sentinel and a man who has performed the intellectual prodigy of remaining a fan while understanding the game, warts and all. In a quiet way, Mr. Siler is one of the nation's best-informed experts on the problems of intercollegiate athletics.

"The problems now confronting college athletics stem from overemphasis," Mr. Siler said recently. "Way back when, the alumni were led to believe that a winning football team was really important. But now, many board-of-trustee meetings are set for football weekends. Trustees and wives are flown in jet charters to bowl games. All expenses are paid from bowl receipts. Athletic departments have their own fund-raising operations. Many colleges raise from $200,000 to $400,000 from the alumni, the same alumni who will cut off this gift if the team isn't successful.

"Members of the state legislature (this applies only to state universities of course) are invited to games, wined, and dined. The athletic department takes professors on football weekends. I never heard of the chemistry department taking a football coach anywhere. Zealous alumni give coaches cars, either outright or for perpetual use. These are but a few ways to show that the athletic departments, in the minds of many alumni, are something special, something apart."

"Now if you get down to the cheating in recruiting, it comes to this: It is my personal view that there will be no cleanup until university presidents, athletic directors, and coaches will do it.

"Presidents are wary. I know of no university president (we're talking only of colleges in big-time football) who has ever publicly stated that he would fire the coach if he is convicted of cheating on recruit—by the N.C.A.A. For instance, I doubt that the president of the University of Texas (a random name, others would do as well) would dare fire Coach Darrell Royal, even if he were so inclined. If he did, the alumni who have been led to believe all those things about football would jump down his throat.

"So you see, it's a real snarl. De-emphasize? Tennessee couldn't de-emphasize. Who'd pick up the tab on the huge stadium debt? Many others are in the same fix.

"It's interesting to note that football mania is most evident in such places as Knoxville; Tuscaloosa, Ala; Norman, Okla; Austin, Tex; Lincoln, Neb; South Bend, Ind; Fayetteville, Ark; Baton Rouge, La; Columbus, Ohio; Ann Arbor, Mich; and State College, Pa. These cities are not large enough for...
partment this year

professional football, and most are not adjacent to pro football centers—somewhat provincial areas where the fans think the local team is the greatest, greatest, greatest.”

“Recruiting has been complicated by the emergence of the black athlete. Unfortunately, the matter of background makes it easier to corrupt the black prep-school star. Some white boys have a hand out, to be sure, but many cannot be bought because they and their parents know that it may lead to headlines, loss of eligibility, etc. And some, of course, back off simply because it is wrong.

“But the blacks are more vulnerable. Coaches exploit them. The coach knows blacks will help him win.

“One Southern coach who had a disastrous season last year—much worse than was forecast for him—reacted by signing 17 blacks for his freshman class of 1973.”

Big football machines take on a life of their own. Every major football power has its lobby in its state legislature. Ever since the days of Huey Long and his wild partisanship toward L.S.U., big teams, big coaches, big stadiums, and big football weekends have been an important ancillary of statehouse politics.

“Tennessee,” notes one familiar with the university, “thinks its sports facilities, its winning tradition, bowl trips, and the general success of the Volunteers are important in recruiting students.”

And, it might be added, in winning appropriations.

If college football coaches seem to be spending more time counting the house than revising their playbooks this fall, it is small wonder, for the nation’s vast intercollegiate athletic conglomerate is entering a crucial stage in its efforts to stave off bankruptcy.

In the past ten years, the costs involved in fielding college athletic teams have doubled. Income, while also on the rise, has not kept pace. Big-time college football alone is a $100-million-a-year enterprise—and it is estimated that as many as two-thirds of the institutions with intercollegiate schedules may be losing money on their sports programs.

A Big Eight conference study shows costs have increased 91 per cent since 1963, while income rose only 35 per cent for the same period. It should be noted that the Big Eight is a conference where such gridiron giants as Nebraska, Oklahoma, and Colorado work their stylized mayhem on each other, and where games are traditionally sold out.

Eight colleges quit football last year. In the past decade 41 institutions have dropped intercollegiate football, according to the National Collegiate Athletic Association. Last year, Loyola University of New Orleans became the first N.C.A.A. member ever to drop all varsity sports. It won’t be the last.

The pressure to keep athletic programs from drowning in a sea of red ink has translated itself into inexorable pressure to win. Winning the big game used to be a goal associated with such misty concepts as pride, glory, and school spirit. Now it is often the only alternative to bankruptcy. Winning teams generally remain solvent, while losers often do not.

But winning has its own fiscal perils, since winning requires enormous expenditures for recruiting, training, and equipping teams, and for athletic scholarships. Huge stadiums—some of which sit idle for 360 days a year—represent mortgages on future generations of college students, their parents, and taxpayers.

In the troubled world of big-time intercollegiate athletics there is a pervasive sense of dismay at wildly escalating costs. Even traditionally big-league football and basketball schools are feeling the pinch. By the working of some sort of malign Parkinson’s law, athletic department costs rise on an ever steeper curve than receipts. Soaring attendance, steadily ascending ticket prices, and lurch, if narrowly distributed tele-

There is, moreover, a growing suspicion that income will have to level off if the football-basketball conglomerate is to avoid pricing itself out of the market.

Ten years ago, a ticket to a Big Ten game cost $5. It is now $7—a 40-per-cent increase. Last year, the Big Eight charged $6. This year it is $7. In 1972, Big Eight and Big Ten teams played to 4.7 million people; attendance cannot go significantly higher unless seating capacity is increased.

Even the TV money tree may turn out to have a finite yield. Negotiations are already underway between N.C.A.A. and ABC-TV for the 1974-75 season, and the word is that the television network is resisting pressure to raise the current $13.5-million ante by another $3-million or $4-million.

Plans also are well under way to create a new “super” post-bowl football game and add it to the schedule of televised games. In theory, the game would decide once and for all the mythical college football championship, but it is safe to say that dreams of glory are a poor second to the visions of new money the game conjures up. With gate receipts, TV rights, programs, concessions, and parking fees, the game would gross between $4-million and $5-million.

Few of the 121 schools the N.C.A.A. counts as major football powers are not feeling an agonizing financial squeeze.

For example, the University of Texas, a perennial crowd-pleaser in the Southwestern Conference—and a school rich even by oil-money standards—“is approaching an acute financial crisis in athletics,” according to one Texas official. For the 1972-73 academic year, the university’s athletic department grossed $1.8-million. Its net profit was $2,895. Only an increase in ticket prices from $6 to $7 will keep Texas at least marginally in the black for another year.

Football, the only money-maker of any consequence at Texas as it is at almost every other college, is also by far the most expensive of the university’s varsity teams to field.

Football scholarships at Texas will cost $323,000 for 1972-73. Darrell Royal, the head football coach and athletic director, gets a salary of $41,800. The defensive coach, Mike Campbell, earns $25,800. Freshman football coach Bill Ellington and line coach Willie Zapalac make $20,500 each. With the addition of more modestly paid basketball, baseball, and track coaches, the coaching salary budget at Texas exceeds $160,000. Salaries of ticket-takers, grounds-keepers, the clerical staff, and numerous others swell the salary budget even more.

The recruiting budget at Texas, well over half of which is earmarked for football, is $98,000.

Indiana University’s $2.1-million-a-year sports program is probably the dream of every athletic director alive, and it barely manages to remain solvent. Indiana has a $2,000-seat stadium that cost $6-million, a $13.5-million basketball arena seating 17,500, a 10-lane all-weather track, a swimming pool with underwater filming facilities, an 18-hole championship
UCLA claims it spends less money
golf course a 35-tee driving range, and 10 tennis courts.
Presiding over this is Bill Orwig, Indiana's outspoken athletic director. Mr. Orwig, who has just begun a three-year term as a member of N.C.A.A.'s ruling executive council, notes that "most years" the school's athletic program shows a profit, "but never a very large one."

"We are rapidly approaching the situation where it's almost impossible to run a big-time athletic program," he said. "Our income levels off, but expenses keep going up."

Mr. Orwig agrees with many other executives of the college athletic conglomerate that pressure to win bears a large share of the blame for endlessly spiraling costs.

"Colleges have to recruit all over the country for talent, and, in some cases, it's even become international. There is tremendous pressure on coaches to win, and to win you have to have blue-chip athletes."

"Some coaches have a 'win-at-all-costs' attitude, and those coaches are usually the ones who adopt the philosophy that it is better to get fired for cheating than for losing."

If there is a universally recognized guru of university athletic directors he is J. D. Morgan, who manages the $3-million-a-year sports program at the University of California at Los Angeles. Mr. Morgan, whose admiring rivals call him the "Morgan Loan and Trust," is said to have returned $1-million in profits to the university in the past decade.

Mr. Morgan says U.C.L.A.'s athletic scholarship budget runs between $500,000 and $525,000 a year, up from "no more than $150,000 just 10 years ago."

"And 10 years ago the university earned only about $4000 from TV rights: this year it is an estimated $440,000."

U.C.L.A. spends between $75,000 and $85,000 a year on recruiting. This, Mr. Morgan insists, is "less than any other major school."

Other coaches and athletic directors say U.C.L.A. can get by with relatively modest spending on recruiting because its athletic reputation is a magnet for many schoolboy athletes. Mr. Morgan says that is untrue. U.C.L.A.'s fantastic successes in basketball (it has won the N.C.A.A. title for nine of the past 10 years) is a downright handicap to recruiting, Mr. Morgan says.

"Other teams recruit all the harder to try to beat us, and some other schools tell hot prospects, 'Why go to U.C.L.A.? You won't play there. Come to us, where you'll start.'"

A remarkably candid view of the overwhelming importance of recruiting is offered by Fran Curci, the University of Kentucky's highly regarded football coach.

"Coaching is not as hard as everybody likes to think it is. You'd better have some athletes. Everybody needs that athlete to win."

"We're salesmen. Our business is sales. And we've got a good product to sell. It's just that: How do we get a person to buy our product, since a lot of people have the same product to sell? You can look at it that way. Recruiting is such a competitive thing."

Doug Dickey, head football coach at University of Florida, is equally blunt:

"If you can't recruit, you can't coach. This is what gets many coaches in trouble. Many good coaches have been unsuccessful because they could not recruit."

Thus, among those who understand big-time, big-money, big-pressure intercollegiate sports, the equation ultimately comes down to something like this:

The enormous investment and the huge overhead involved in major intercollegiate athletic programs can only be supported by fielding winning teams; there is no coaching magic that can produce winning teams without talented athletes: hence, the win-at-any-price imperative of big-league college sports quickly translates itself into tremendous pressure to recruit the blue-chip athlete.

This is not confined to football. Indeed, recruiting pressure is even more intense in basketball, because in basketball one superstar can lift a team of journeymen players into national preeminence.

"With Bill Walton playing, nobody beats U.C.L.A.," one judge of big-time basketball notes, "but without him, very likely Memphis State could."

Recruiting has become an annual ritual that imposes incredible pressure on talented schoolboy athletes. High-school stars are recruited actively by a hundred or more colleges and universities. Strict guidelines that are supposed to rule recruiting practices are often bent, broken, ignored, or otherwise abused. Every year, every one of the nation's 121 major football and 216 major basketball powers goes through convulsions in attempting to sign up the limited crop of blue-chip athletes.

Many athletic departments routinely spend $50,000 and up on recruiting every year, and an unknown additional sum is spent by fiercely loyal alumni. High-pressure salesmanship is the norm; bribery, cheating on academic qualifications and other forms of chicanery are widespread. Huge cash bonuses have been offered superstars. Girls, cars, clothing, apartments, and air travel are the currency sometimes used to persuade young athletes to choose one school over another.

Alarm at what appears to be epidemic growth of cheating is not confined to campus radicals and "reformers" (a dirty word in the board room of the big football-big basketball conglomerate). Many of the men who themselves epitomize hard-fought intercollegiate athletics are equally dismayed. Such men as Darrell Royal, coach of the University of Texas's Longhorns, Frank Broyles, coach of Arkansas's Razorbacks, and Joe Paterno, coach of the Nittany Lions of Penn State, all are on record deploring the abuses now rampant in recruiting.

Royal sent a shudder of apprehension through the ranks of the don't-rock-the-boat standpatters last year by offering to put up $5,000 of his own money to start a fund to beef up the policing apparatus of the National Collegiate Athletic Association. It surprised no one when N.C.A.A. ignored the offer.

The N.C.A.A.'s rulebook is the despair of some of the country's less verbal coaches, but it is quite clear on what is permitted and what isn't when it comes to recruiting. The rules permit one expense-paid campus visit by a prospective student-athlete, award of a full-tuition room-board-and-books scholarship and $15 monthly "laundry" money, plus four complimentary tickets to games in which the student may appear. Salaried campus jobs are permitted, but they must be bona fide ("watching the stadium clock," a time-honored sinecure, is outlawed) and they must pay no more than the going rate for jobs performed by nonathletes.

But the pattern that emerges in many institutions is one of
systematic subversion of N.C.A.A. and conference rules. Even free tickets have not escaped the attention of athletic departments eager to give their school an edge in the recruit scramble.

Writing in "Texas Football," publisher Dave Campbell, who is also the sports editor of the Waco News-Tribune, notes that "the practice of players being given extra tickets and then selling them to wealthy alumni... is one of the worst abuses."

"One coach tells how one particular school convinces prize prospects they can get up to $8,000 in four years of varsity play for their tickets. They convince the boys there's nothing illegal about it, and the kids fall for it."

Summer jobs provide another area where the intent of the rules is often subverted.

"That's one of the big coverups," Coach Royal of the Longhorns notes. "Why should a school be involved in summer jobs? You're giving them a scholarship, you're paying their way through school."

Recruiting abuses are limited only by the guile of the recruiter—or his desperation to produce a winning team—but one especially tawdry tactic deserves note. Scarcely a schoolboy star doesn't hear one or another variation of the siren song of the pros.

"The pros scout all our games," is a typical ploy. "Sign a letter of intent with us and you're practically certain of a pro career when your college eligibility is used up."

What none of the recruiters mention, and what precious few schoolboy athletes or their parents are sophisticated enough to know, is that only about 1.5 per cent of college players ever make it into the pro ranks.

A rare insight was offered into the Pandora's box of recruiting gone wrong by the University of Southwestern Louisiana case. Normally, detailed N.C.A.A. charges against a school are never made public, but in the U.S.L. case, protracted litigation spread the whole case on the public record.

Southwestern Louisiana's driving passion for greatness in basketball doubtless is an outgrowth of the football prowess (and legislative clout) of its larger rival, Louisiana State University. The L.S.U. Tigers are a chronic terror to other teams in the Southeastern Conference, and they may be the archetypal type of football teams that have become the darlings of a state legislature. For smaller Southwestern Louisiana, it seemed a logical decision to concentrate on building a big-time basketball team with which to compete for public attention and state budget favors. The decision twice has led the institution into serious trouble.

The first time was 1968, when N.C.A.A. placed the college on probation for two years on charges of violating recruiting and eligibility rules. The probation had scarcely been lifted when the lengthening shadow of an even greater scandal made it clear that the punishment had not inspired U.S.L.'s athletic department—or the university's administration—to mend its ways.

Persistent rumors of repeated violations led N.C.A.A. into launching a full field investigation of Southwestern Louisiana more than two years ago. What emerged was an unprecedented account of wholesale payoffs to U.S.L. athletes and their families.

Among the gaudy charges compiled against the college by N.C.A.A.'s sleuths were these:

—Cash payoffs to student-athletes, customarily ranging from $10 to $30 handed over after games, but in one case going as high as $185.
—Credit cards chargeable to U.S.L. and routinely made available to athletes.
—Personal "loans" to athletes from head basketball coach Beryl Shipley that were never repaid.
—Use of charge accounts billed to Shipley and to assistant coach Tom Cox by athletes.
—Pocket money of from $5 to $20 provided members of the basketball team when it was in Las Vegas early in 1971.
—Purchase of poker chips in a gambling casino for two players on the same trip.
—Free air transportation home for a number of players.
—Free long-distance telephone privileges.
—Erroneous certification of academic eligibility.
—Scholastic aptitude tests taken by stand-ins for student athletes.
—Forgery of one prospective student's high school transcripts, changing three F grades to A's.
—The promise that a student would be "well taken care of" if he lied to N.C.A.A. investigators.
—Recruitment of one blue-chip prospect with the promise of a full scholarship, $450 a month, free clothing, free air travel for himself and his parents, free laundry, free transportation to the campus for registration, and a substitute to take his scholastic aptitude test.
—Payment of a $61 speeding fine imposed on one high-school star who was being hotly recruited by a number of big-time basketball schools.
—An episode in which (in N.C.A.A.'s language) Shipley and Cox visited Edmond Lawrence, a star Lake Charles, La., high school player and "intimidated and threatened Lawrence in an attempt to influence his decision to attend the university... ."

The university tacitly conceded that numerous of the N.C.A.A. charges were true, but went to court anyway, accusing the association of acting "in an autocratic manner" and
One student was promised he would be “well taken care of” if

making “shotgun charges” at “athletes, at administrators, and at the entire community.”

Some cynics speculate that Southwestern Louisiana’s lawsuit served no purpose but to defer any N.C.A.A. sanctions until last season’s tournament play was over. If that is true, the strategy backfired. The university was knocked out of the N.C.A.A. tournament in preliminary rounds, ultimately lost the lawsuit while gaining a great deal of notoriety, and may have brought on an unwanted display of righteous wrath by N.C.A.A.

In any event, for only the second time in its history, the N.C.A.A.’s powerful council voted to expel Southwestern Louisiana from the association. If the punishment is upheld at N.C.A.A.’s convention in January, the Louisiana institution will be, in effect, out of big-time basketball.

Even if the membership rejects the council’s recommendation, however, U.S.L. will face a two-year suspension, by which time its illegally recruited team will be gone, and with it the school’s dreams of basketball glory.

It is worth noting that in mid-May nearly two years after the most recent scandal blighted Southwestern Louisiana, Coach Shipley resigned. He made it clear he was not fired, but had quit. “I made the decision,” he told reporters, implying he’d done it because the “Mickey Mouse” Southland Conference had refused to award U.S.L. the basketball title despite the fact it had won all 12 of its conference games.

Small schools on the make are not the only cheaters. Whatever the policy adopted by an institution’s administration, down in the trenches where coaches and assistant coaches spin their tales of glory and riches for the blue-chip prospects, even some major schools get caught. A case in point is mighty Oklahoma, whose Sooners beat Penn State in the Sugar Bowl last season.

It is uncertain how the case surfaced, but Oklahoma itself announced the infractions—the falsification of the high-school transcript of Kerry Jackson, a potential All-American quarterback. As soon as it learned of the violation, Oklahoma forfeited its Sugar Bowl victory and eight other games in which Jackson had appeared. The Sooners were also suspended for two years by the conference, an action that the N.C.A.A. later affirmed by a two-year suspension of its own.

“N.C.A.A. did it, quite honestly,” said one insider, “simply because there was a strong suspicion that the conference would rescind its suspension, reduce it to a year perhaps. The suspension means hundreds of thousands—maybe millions—to the Sooners and the conference, remember, because while it stands Oklahoma can play in no bowl games nor can it appear on television.”

This cotton-farming hamlet in central Georgia is a good place to begin exploring the frenetic world of collegiate athletic recruiting, a world where word of a prime schoolboy prospect can set off a latter-day Klondike gold rush.

The reasons for the mad scramble to sign a blue-chip athlete are not difficult to find. Coaching, for all the elaborately wrought mystique that surrounds it, is not what is important to winning football and basketball games. Athletes are what tip the balance. A superstar can make a pedestrian coach’s name a household word, bail out a spendthrift athletic department, redeem a stadium bond issue, even make a run-of-the-mill college administrator look like an educator.

The annual talent hunt by the 300-odd colleges and universities with pretensions to supremacy in football and/or basketball is a uniquely American institution that has no remote counterpart anywhere else on earth. The pressure exerted on high-school athletes of superior promise is in direct ratio to the pressure on coaching staffs to win. That is to say, it is enormous.

Here in Cordele lives the bluest of blue chips, a 7-foot basketball prodigy named Wayne “Tree” Rollins.

“Everybody with a ball wants Wayne,” wrote Marvin West, a sportswriter for the Knoxville News-Sentinel, and a man well-versed in the black arts of the recruiters. Last spring, West wrote a classic story about “Tree,” the tale of an American youngster and his family being exposed to almost intolerable pressure from college recruiters.

“The phone rings and rings at Wilma Rollins’s house,” West wrote.

“We go to bed with that phone ringing,” said Wilma with a kind of helpless frustration. ‘It rings all the time . . . this is Coach Brown calling . . . or Coach Hill or Coach Somebody. It’s enough to drive a sane person up the wall.’”

In general, according to West’s account, Wayne Rollins and his mother enjoyed the attention. But the strict Baptist environment in the Rollins’ household was affronted more than once by the recruiters.

“One man, I’m not going to call any names, kept parking this shiny new auto out front and asking Wayne how he liked it. I’m not going to stand for that, and I told him to hit the road,” recalls Wilma.

“Most likely there have been illegal offers of cold cash,” West continued. “Undoubtedly, in the maze of National Collegiate Athletic Association recruiting rules, some have been broken.”
to NCAA investigators

Tree finally took the pressure off himself and his mother by signing a letter of intent with Clemson. Like many of the blue-chip prospects interviewed for this series, the boy made his decision for reasons remote from the blandishments offered by some of the high-pressure recruiters. He signed with Clemson, he said, simply because he wanted to play in the Atlantic Coast Conference, where he believes the country's best basketball is played.

For all its vital importance to their professional stature, many coaches are unbelievably maladroit at recruiting. Time after time schoolboy athletes told of being turned off by the recruiters' hard sell. "Some of them," Wayne Rollins' mother said, "need lessons in manners. They'd just walk in, not invited or anything. Some talked bad about other schools. I never liked that. Some called and came so often I learned to dislike them. They'd circle the block until the driveway emptied."

While many of the bounty hunters who fan out from university athletic departments in their quest for talent are men of principle who pay strict attention to the rules, it is clear that some are not. Although it is understandably difficult to document the gaudy tales of bribery that are common currency in college athletic circles, enough cases have surfaced to suggest that chicanery is widespread.

Steve Owens, who won the Heisman Trophy while at the University of Oklahoma in 1969 and is now a player for the professional Detroit Lions, says he was offered $10,000 by one college before he had finished playing high-school football.

The fever for blue-chip prospects does not await the high-school athlete's senior year. Ray Barrs, a gifted running back for West Mesa High School in Albuquerque, first heard the siren song of the college recruiters before he'd finished his sophomore year in high school, when a Texas A & M coach called him. Before he'd completed his senior year and been named All-State for three straight years, Barrs was deluged with offers from the recruiters. He was offered autos and jobs as well as full scholarships. He was given all-expense visits to Oklahoma, the University of Colorado, New Mexico State and the University of New Mexico. He turned down trips to Arizona State, Nebraska, Southern California, Texas, Texas A & M and Texas Tech.

"I just got more confused as these visits went on," Barrs said, repeating what is almost a litany among heavily recruited high-school stars.

His experience with job offers is instructive. He said his first offer came when he was a high-school junior, when an Oklahoma recruiter told him he could have a job working for an Albuquerque steel company owned by a Sooner booster. Continental Airlines President Robert F. Six, an avid partisan of the University of Colorado, offered him a $150-a-week job in the airline's freight department. Mr. Six, a busy tycoon, also found time to phone Barrs and write him two letters urging him to attend Colorado.

Barrs worked for Continental during the summer of 1972. During the Christmas vacation he worked for an Albuquerque auto dealership owned by the family of the University of New Mexico Lobo Booster Club's president. He continued to work for the car dealer part-time after the Christmas break, but was fired the day after he told his employer he'd decided to attend Colorado, not the University of New Mexico.

What tipped the decision in Barrs's case? The conviction he would get "more national exposure" at Colorado.

No fewer than 200 institutions whispered their seductive offers to Eric Penick, a star tailback for Cleveland's Gilmour Academy and one of the nation's most sought-after players. During the week following the end of the high-school football season, 62 coaches descended on Penick, until he recalls, "it got so bad I used to hide out away from them."

There were a "million different" sales pitches, a succession of lavish meals, and even a visit from Ohio State's legendary Woody Hayes, one of the country's winningest coaches and perhaps the one man who best epitomizes high-pressure, win-at-any-price football. Hayes, a remote (critics say tyrannical) coach, even rushed out to purchase Polaroid film so that Penick could have his photograph taken with the great man from Ohio State.

"He can really talk," Penick observed of Hayes. But in sum the experience with the recruiters left a bad taste in the schoolboy's star's mouth. "It was a lot of pressure and sometimes I'd wish I had never played football or run track, that I could just pick out a school and that's it. In a way it's kind of rotten, putting all that pressure on a young kid. I had thought it would be fun, but it got to be a job—sorting mail and sorting people."

When at last Penick made his decision to attend Notre Dame, his status as a celebrity ended. It was as if someone had cut the wires; his phone stopped ringing.

Although penalties for violations are severe—and costly to teams with national championship prospects—some athletic departments reason that the risks are acceptable if the prize is a superstar who has the potential of transforming a losing season into a winning one. The case of North Carolina State University is a classic of this sort of reasoning.

A player that many coaches would have given their eye teeth (or a year's suspension) to get was David Thompson. Thompson is a basketball superstar who must be ranked with such luminaries of the game as Wilt Chamberlain or Bill Walton.

"Thompson is phenomenal," reports one basketball fan who has seen him play. "He can jump so high he can leave a coin on top of the backboard. He can tuck the ball under his arm and still jump high enough to dunk it."

Although small (6 feet, 4½ inches) by basketball standards, Thompson was avidly recruited by every major team in the land. North Carolina State University got him, and immediately was rated by the experts as a likely prospect to collide head-on with U.C.L.A. in the N.C.A.A. national championship-tournament.

Instead, North Carolina State collided with N.C.A.A.'s Infraction Committee. An anonymous telephone caller tipped N.C.A.A. investigators that Thompson's recruiting by North Carolina State had been highly irregular. An investigation proved the charge correct. Thompson had twice been taken to the university's Raleigh campus, in violation of N.C.A.A. rules limiting player prospects to one visit. On one trip he had stayed as long as five days. The rules set 48 hours as the maximum.

The university was placed on a year's probation by N.C.A.A. and missed the national tournament (where competent authorities agree it would have gone down to the wire with U.C.L.A.).
Oklahoma’s suspension could cost the Sooners and the Big Eight

The school probably lost no less than $100,000 in its share of tournament gate receipts and TV money, plus the shadowy intangibles involved in fat alumni gifts to schools with winning teams.

“But so what?” inquired one certified cynic who claims to understand the game. “They’ve got the guy for two more years and with him they’re a very good bet to get into the N.C.A.A. finals for both years. Even if they knew they were going to get caught, it was worth it.” (North Carolina State, of course, won the N.C.A.A. title this year.)

Without the help of boosters, it is doubtful that any college or university could suit up a championship-caliber football or basketball team. Without their demands, it would not be necessary.

Boosters exert inexorable pressure on their colleges to produce winners. They are a winning coach’s firmest ally and a losing coach’s most implacable foe. Disappointed students burn coaches in effigy; disappointed alumni get them fired.

While boosterism is found at every college with big-league athletic aspirations, the University of Colorado’s Flatiron Club is a useful example for the insights it provides into the benefits and the demands that can be generated by a group of well-heeled old grads who want to see their team win.

Flatiron’s 50 charter members each pledged $1,000 a year for five years, later expanding it to $1,000 a year for seven years. There are now 175 members, and a waiting list of 25. When the club was organized in 1966 it set a goal of a $1-million endowment for University of Colorado football. It has raised nearly a quarter of that sum and expects to reach the magic number in another five or six years.

“Applications for membership leveled off in 1969,” one sportswriter noted, “but in 1971, after Colorado defeated Louisiana State and Ohio State, the phones started ringing and six months after the season ended the full membership had been subscribed.”

Flatiron’s most ambitious project to date, apart from the $1-million security blanket for football, is the new stadium press box. The $575,000 installation is lavish even by the standards expected by big-time sportswriters. It contains three tiers—one for the writers, one for TV and radio broadcasters, and a top level for Flatiron Club members. In Boulder, Colo., a seat in the top tier is a status symbol without equal.

The Flatiron Club, in common with many other booster organizations, offers a glimpse of the tie-in between high-pressure intercollegiate sports and local corporations that reap real or imagined public relations benefits by supporting them. Although Flatiron memberships are held by individuals, “a vast majority” of them are being paid for by corporations.

After the seventh pledge year, members pay $250 annual dues, plus an additional $100 for out-of-pocket expenses involved in buffet lunches and catering.

When Flatiron’s $1-million endowment is reached, its $60,000-$70,000 annual income will be channeled into university athletic revenues. At the current going rate it will be enough to give full scholarships to 10 or 11 athletes.

Less exclusive than the Flatiron, but larger and possibly more powerful, is the Buff Club, another booster organization based in Boulder and Denver. Buff has 1,282 members during the 1972 season, and their efforts brought in $93,386 for the school’s athletic department. The money was earmarked for athletic scholarships.

Buff Club memberships cost from $30 to $500 annually and there are around 52 “executive” or $500 members. Buff Club headquarters are in the university’s athletic department. Its director is paid $10,000 out of club revenues.

Apart from the ephemeral matter of prestige, the principal quid pro quo in Buff Club membership is an assured parking place, priority for football season tickets, and promised priority seating in a proposed new basketball fieldhouse. Buff Club members are urged to assist in recruiting athletes and in finding jobs for them.

As with the Flatiron Club, membership in the Buff Club increased sharply after the big L.S.U. and Ohio State victories in 1971. And like Flatiron, Buff (and every other organization of college team boosters) demonstrates the direct relationship between winning and money-making that exists in intercollegiate athletics as surely as it does in professional.

Dwight Roberts, director of the university’s development fund, concedes that winning teams play a role in the university’s fund-raising, “but it’s difficult to pinpoint.”

“As an example, our mailing hit the doorsteps immediately after Colorado ended Penn State’s winning streak in 1970, and the response exceeded all expectations,” Mr. Roberts said.

“Last November, John Warkley, a Colorado alumnus, died and left his entire $1.3-million estate to the university. It was the second largest gift in the school’s history (and) he directed that half the bequest be used solely for new construction in connection with the football stadium.

“Warkley attended all CU football games. There’s no question the success of the team in recent years inspired this bequest.”

In the nationwide spectrum of major football machines Colorado probably falls into the lower end—big and trying to become bigger, but nowhere near the power of such Big Eight rivals as Nebraska and Oklahoma. Colorado has won only one conference championship since 1960. Last year its record was 8-3-0. Its athletic budget of $2,266,600 is probably marginally under the Big Eight average. About 8% per cent of the budget is devoted to football. Colorado’s athletic budget has increased 185 per cent during the last decade while the total university budget was growing at a 233-per cent rate (to a total of $85-million).

W holly apart from whatever unknown sums may have been laid out by Flatiron or Buff zealots the school’s recruiting budget comes through as about $70,000. But of course, much of the coaching salary item, plus much of the office expenses should properly be laid to recruiting.

It is probably not unlikely that the real figure for recruiting would be in the vicinity of $250,000, and perhaps a great deal more if the sum spent privately by the boosters were included.

Yet there is ample indication that Colorado is barely holding its own in the recruiting wars, if it is doing that well.
"Recruiting was more intensive than ever this year," one staff member told an interviewer.  
"Everywhere you go you find Nebraska has been there, too. Naturally the top team or teams furnish the toughest competition. Oklahoma has reached into Colorado for a few top players, but the Sooners don't really have to go outside their homestate, Texas, and New Mexico for their recruiting.  
The high-school player is very ring-wise. He's been around, and he doesn't commit himself.  
"For our sales talk, we stress our winning program which has enabled us to play in five bowls in the past six years. We tell them that Colorado has a national educational reputation, and that the school has many outstanding departments, that the campus is more cosmopolitan than most, that the student body is a cross-section of the country with every state and many foreign countries represented, and that there is a special climate for blacks and chicanos.  
"We have no athletic dorm at Colorado, so we tell the mother that this will be very healthy for her boy, since he will have an opportunity to mix more with other students and not be isolated as a jock."

(It is noteworthy that recruiters whose college has an athletic dormitory play the other side of the record. Their pitch is that living in an athletic dormitory will shield a boy from the possibly pernicious influences of the undesirables who manage to creep into all institutions. Properly used, both pitches work.)  
"The recruiting of a top player is subtle. He may be told that his parents will get a trip or two to watch him play. In isolated cases his high-school coach may be offered a job. Possibly his sister or dad is located in a job. A few schools heavily represented in the pros may tell the kid he'll be under closer scrutiny by the pros, or that the school uses a prototype offense."  
"Temptation is great for a school to go all out in signing a player who might be the difference in winning two or three more games a season. For instance, I'd say there are two or three players in Texas who may receive some (illegal) inducement before signing."

Shortly after the above interview took place, the Big Eight found the University of Colorado guilty of tampering with the grades of prospective athletes, and other violations, and placed the school on a year's probation.  
The Big Eight also found Colorado guilty of allowing a football prospect to work out with the team before he had fulfilled eligibility requirements. The institution also was found guilty of transporting two football prospects by private aircraft owned by a representative from Colorado's athletic interests.  
Big Eight spokesmen said there was a total involvement of "four prospects and/or students." The violations occurred over the period of two years. Under the terms of the probation, the conference will "continue to thoroughly scrutinize Colorado's entire athletic program."

If new violations are found, it is likely "very heavy penalties" will be imposed. These might include loss of TV exposure and denial of the right to participate in post-season bowl games.

Under the impact of scandals involving illegal recruiting, professionalism, grade-tampering, and other abuses growing out of over-emphasis on intercollegiate athletics, more and more coaches are abandoning their traditional reluctance to criticize their colleagues.  
A notably outspoken critic is Joe Paterno, whose Nittany Lions of Penn State lay claim to being the best football team in the East.

"The worst I've seen in my 23 years of coaching," is how Paterno describes current recruiting abuses.

"And the worst part of it is that it's so blatant," he said.

"It isn't that anyone's being cute, or smooth. It's right out there in the open. You get kids saying to you, 'So-and-so is going to give me this.'"

"The N.C.A.A. (National Collegiate Athletic Association) needs to get 10 or 12 competent investigators and let them spot-check on recruiting. It's easy to look around—pro football looks for trouble before it begins. Until we do this, we'll never have a situation where the public can say, 'So-and-so has a great football team,' without someone else saying they bought it."

'It IS GETTING BAD'  
"I'd like to see the day where, when a college has a great

"Conference millions of dollars"
There's a waiting list to join the University of Colorado's Booster Club even though members pledge $1,000 annually for seven years.

Mr. Paterno is a staunch supporter of the N.C.A.A. reorganization that is currently taking place, noting that grouping schools “with common problems” will enable them to make decisions tailored to their specific needs.

“Have a group that gives grants on the basis of need, then have a group that wants to play as good football as anybody that will give (athletic) scholarships. Categories like that would be realistic.”

The N.C.A.A. has agreed to a three-tiered reorganization and will work out the final details at its national convention in San Francisco in January. According to insiders the reform is coming not a moment too soon, “because,” in the words of one, “there are going to be some more spectacular infraction cases during the meeting.”

Like many others who want to see intercollegiate athletics restructured before radical reformers throw out the baby with the bath water, Coach Paterno has been critical of the N.C.A.A. for spreading itself too thin.

“Instead of broadening their activities, I think they should begin to condense themselves so they could face the real problems—television, the number of grants, etc. It isn’t good for football to have the same six or seven teams dominating. It’s good for Penn State and it’s good for me. But it isn’t good for football.”

Mr. Paterno is one of a fortunate handful. His squad’s scholastic average consistently better the student body average, and more than 90 per cent of his players graduate within the traditional four years.

“If I were a member of a quality faculty and people started bringing in a lot of kids I had to pass because they were important to the athletic program, I’d think it was distorting the university’s values.

“If you asked me to make a guess, I’d say, yeah, it happens frequently. But that’s a guess. It’s easy for me to judge, it be sanctimonious because we’ve got a good program; I don’t have to worry about losing my job . . .

“We went down to talk to a kid who was going to sign. We’d recruited him. Then the day before, his mother called all upset. She says: I don’t know what to do, another school said they’d take care of him all through medical school.’

“The family just wanted what’s coming to it. That’s the kind of situation it’s come to.”

Joe Paterno is a rare coach. Perhaps more typical of the attitudes impacted in big-time coaches are those expressed by another 23-year man—Wayne Woodrow “Woody” Hayes the 60-year-old coach of Ohio State University who is proprietor of the nation’s most fearsome football machine.

Coach Hayes has won or shared in the Big Ten title four of the last five years. His teams have gone to the Rose Bowl for three of those years. Not surprisingly, he believes the cost and effort of recruiting are “worth every cent.”

“You consider the size of our crowds,” says the man whose teams have led the nation in attendance for 19 of the last 20 years, “and you’ve got to realize that it’s because of the athletes’ ability. Everything is overpriced today, but I’d have to say, yes, it’s worth every cent that we put into it.”

football team, there’s no taint attached to it. We could have that with better N.C.A.A. policing of recruiting. I tell you, it is getting bad.

“I don’t want to get into a national controversy now. The N.C.A.A. is beginning to realize the situation. . . . There is a lot of behind-the-scenes work going on.

“But I’ve seen more kids approached this year with the ‘what will it take to get you?’ kind of thing. I’ve been against the N.C.A.A. policy of you turn your colleague in. You just don’t do that. It doesn’t work. Everyone was more critical of Colorado for turning in Oklahoma than they were of what Oklahoma did. Nobody wants to be a stoolpigeon.

“If the N.C.A.A. had an investigative staff, it could uncover violations. Everyone knows who the good kids are. Let the investigators do some snooping around, see the kids whose life styles change radically. It’s so easy.

“Once a few people got caught—and nowadays nobody thinks they can be—you’d have a different situation. Even the people who do get caught so much on illegal payments. They foul up with technicalities.”
While conceding that the impact of pro football is great, Mr. Hayes insists, "We do not consider ourselves a farm system for the pro's.

"(But) the money the pro's pay their players will hurt the colleges eventually. More and more you will see the college athletes dropping out, claiming hardship." College athletes may not legally sign pro contracts while they remain eligible for intercollegiate competition. But by claiming hardship—such as being a family's sole support—an athlete may obtain waiver of his remaining college eligibility and so legally sign with a pro team.

"This (claiming hardship) has been more prevalent with basketball, but I wouldn't be surprised to see it happen in football," Mr. Hayes continued. "Actually, they (college players) could probably take us to court if they wanted to drop out of school and sign after their freshman or sophomore year. That's the way things have been going these days."

Hayes is disquieted by the growing criticism of big-time college sports.

"Seriously, I honestly think there's a great movement on campuses today to undermine athletics," Mr. Hayes said. "Some of these psychology and sociology professors we can do without. Most of all there is a lack of discipline.

"Players living in dorms are exposed to the attitudes of other students. It's bound to rub off. They'll listen to their peer group. They've done it with long hair and in other dress areas. There will be influence in time in discipline, too."

Mr. Hayes links the assault on big-time intercollegiate athletics with a general decline in the values of society as a whole.

"The thing that will destroy us is permissiveness—our permissive society. I see lazy people all about me. People say, 'I'm not going to work, and I'm not going to let you work.' They resent our football players because they bust their guts in practice every night trying to achieve or be proficient.

"In another form, it's the tyranny of the peer group. The guy who wants to be straight sometimes can't. There's enormous pressure on him, the greatest pressure in the world, from his peers. They're trying to tear him down. The emergence of the female athlete certainly hasn't helped. The idea of girls or women competing against men is absolutely ridiculous, and it does undermine."

To Woody Hayes, the world outside the football arena is to be regarded with brooding suspicion.

"Away from football, I don't see the kids that are putting out. I see it in football. The team that will survive is the one that keeps the lid on, maintains the calm in the face of people chirping away at it. The nation that will survive is the one that can keep the lid on."

Although coaches may epitomize the beleaguered defenders of intercollegiate athletics, it is likely that in the long run athletic directors will have more to say about the future of scholastic sports programs. Many of them are just as single-minded about winning as coaches in the Hayes mold, but few of them bother with appealing to rationalizations involving school spirit or character building.

Perhaps a good example of modern A.D. is the University of Maryland's Jim Kehoe.

Twenty-five years ago Maryland's Terrapins were a nationally ranked football team. But amid charges that the university had permitted over emphasis to flower, the game was permitted to wane. This ranked people to whom big-time teams are important, and four years ago Kehoe, a one-time track coach, was brought in to restore Maryland's faded athletic glories.

"For the past 20 years our football and basketball programs have been less than sub-par," Mr. Kehoe conceded. "Since I took this job my every waking hour has been devoted to reaching national prominence in football and basketball. I make no bones about it."

Mr. Kehoe, fit and trim with a graying crewcut, occupies an office decorated with framed certificates, conference manuals, and American flags. A photograph of Vince Lombardi, late coach of the Green Bay Packers and the Washington Redskins, and his book, Winning Is the Only Thing, are prominently displayed.

It is no wonder that Lombardi, patron saint of the win-at-any-price theology, is a Kehoe icon. For "winning" is a much-used word in Coach Kehoe's vocabulary.

"You do anything to win," he said. "I believe completely, totally, and absolutely in winning. Something is wrong with you if you don't want to win."

The Maryland Boosters Club raised nearly $250,000 last year, up from only $30,000 two years ago—proof that winning and solvency are profoundly interrelated.

"Look," Mr. Kehoe said, "I'll admit we're in business like anybody else. It all comes down to: can it pay its own way?"

Criticism of intercollegiate athletics is growing, as that multimillion-dollar business faces a moral and financial crisis unprecedented in its history.

Campus radicals and liberal activists, the traditional critics of big-time college sports, have been joined by some coaches and a growing number of "kiss-and-tell" athletes in sounding alarms against the wide-spread cheating that has blighted recruiting and academic eligibility.

Some university presidents, including those who preside over large athletic establishments, have spoken out against the abuses in major varsity athletics.

One is Harold L. Enarson, the 54-year-old president of the huge (50,000 enrollment) Ohio State University, whose $4-million-a-year sports establishment includes the fearsome Rose-Bowl-bound gridiron machine coached by Woody Hayes, himself a frequent target of the critics of big-time football.

Mr. Enarson has warned that the goal of winning has become "close to obsessive."

The growing intensity of intercollegiate competition is "tragic," he continued, adding that "an unhealthy kind of interaction was developing" between communities and teams. Sportsmanship has become lost in an atmosphere of "emotion- al super-stimulation," he said.

However, Mr. Enarson said it was "simplistic nonsense" to contend that de-emphasizing athletics would automatically
Coaches are like the Watergate Characters

emphasize academic excellence.

"Given the tastes of our people in society, if football and basketball did not exist, they'd have to be invented," he continued. "They provide a dramatic focal point, identification that we could not have achieved in any other way."

Mr. Enarson had a word to say for the forgotten pawn in the intercollegiate athletic conglomerate—the player. The pressure "is too much too soon for some youngsters," he said. "Some thrive on it, but there are some casualties."

"It's painfully obvious that some universities have an interest in the student-athlete only as long as he is a successful athlete. They have to face their own consciences on that."

Maurice Mitchell, the outspoken chancellor of the University of Denver, observed recently that "up to now, you couldn't even get a preacher to look at the immorality involved in athletics; they must be afraid God is an alumnus."

"I love sports, but I despise what's happening," Mr. Mitchell said. "Sports today are rooted in detected fraud."

"It used to be a matter of honor and sportsmanship. Today, coaches are like the Watergate characters. When a coach engages in unethical, almost criminal conduct, they're like the guys who break into offices, tape telephones, and photograph somebody else's mail."

"Those convicted of Watergate crimes will go to prison. Cheating coaches are hailed as heroes, especially if they can get their teams ranked high in the Associated Press football poll."

"If I were running a business and one of my employees did what coaches are doing, I'd fire him damned quick. If I ever catch a D.U. Coach engaged in hanky-panky, he's a gone. If there ever is a scandal in a D.U. sport, that sport will be dumped immediately."

Mr. Mitchell added:

"Big-time college sports are a national scandal on a staggering scale. It will cripple athletics one of these days, and we will see the return of sports to low-key activities."

"Intercollegiate athletic programs as presently operated are doomed. Students are becoming more critical about the cost of sports. They know they are being short-changed. Athletic costs diminish the quality of their education."

Mr. Mitchell's scorn for the National Collegiate Athletic Association is monumental:

"The N.C.A.A. is a coordinating outfit for getting college football games on television. The N.C.A.A. catches some coach cheating, then becomes evasive, like a possum eating stolen persimmons. The N.C.A.A. investigates scandals, but it never does anything about solving the basic problems that cause the scandals."

Another who has expressed some very deep concerns is John Silber, president of Boston University.

"One myth is that football builds loyalty among alumni," he said, "In my experience this simply isn't true. We've done a survey that shows the friends of the library among alumni have produced $5 for every $1 produced by friends of football."

"We are putting the alumni to the test with football at Boston U. If it doesn't become self-supporting within three or four years, it will be abandoned."

Mr. Silber, who was dean of students at the University of Texas before moving to Boston, is a caustic critic of the football mania in the Southwest. He insists that Texas's claim that football pays the way for the entire athletic program is "misleading."

"They've got a $50-million or $60-million capital investment in their football plant at U.T. ..." he says. "Try amortizing that at 5 or 6 per cent, and you will see the program is actually losing money."

Far worse than the fiscal crisis facing many major intercollegiate sports powers, in Mr. Silber's opinion, is the pressure the system exerts on youthful athletes. He quotes from Meat on the Hoof, a bitter expose of Texas football by Gary Shaw, a former U.T. player, and comments:

"What they do to those kids is nothing short of criminal. When a boy doesn't measure up, they put him out there 'head knocking' until he quits. They've left cripples all over the state of Texas."

The crisis that has overtaken intercollegiate games has been brewing for a century, more or less. It has lately been given great new momentum by the coming of television, with its huge rewards and cruel imperatives. It is unrealistic to expect a crisis of such dimension to vanish quickly, or to vanish at all without a notable convulsion.

Much more likely is some sort of modest evolution toward better policing, greater academic influence in the management of athletic programs, and a greater student-body voice in the management of sports programs.

The economics of major sports competition alone is already bringing about some reforms; doubtless it will bring more. The N.C.A.A. reorganization seems to be a step toward relieving have-not athletic schools from the harsh necessity of competing with the haves.

In a subtle way, it is likely that the Watergate scandal may have some lasting impact on the future of intercollegiate athleticism. In the view of many who are involved in higher education and collegiate sport, it has exposed with frightful clarity the precarious nature of much of the nation's ethical underpinning.

It may be stretching it a bit to suggest that Watergate was spawned on the (semi-professional) playing fields of Old Siwash. But many influential persons on the nation's campuses are suggesting just that. They are suggesting further that a cleaning-up of high-time intercollegiate athletics may well be one prerequisite to cleaning up the nation's morality, as well.
"A lot made promises of what would come when you got there but not before. The violation is often uncovered if you get things and then don't go."

"I think the whole structure of athletics currently demands winning and therefore coaches feel incredible pressure to win and use whatever means at hand to get there," Westhead says. "From the players' point of view many seem professional in their attitude, looking for the best deal. In the long run there must be a reevaluation from the schools' viewpoint."

"I think the present situation has to have taken its toll on us but you're reluctant to say so because it sounds like sour grapes. Of course there's other things, maybe the athlete preferred the other school. Maybe we didn't do a good job, but there've been times when I know we've done a good job, and it's only conjecture, but there was the suspicion that we weren't recruiting with the same tools. We just have to work twice as hard."

Recreciting is only one pressure that some athletes face. Many understandably have difficulties balancing the heavy demands of sport and school.

"You're on scholarship but you're working; you go to practice and can hardly make it back over here to the dorms." Brodzinski, who finished in the top 25 of his North Catholic graduating class, said.

"People don't realize the stuff we go through every day," Kevin McBain, junior forward, added.

"It's a tough time of the year around finals." Bob Guglielmi, junior shortstop and student member of the Athletic Committee, remarked, "Sports force you into a definite schedule. You have practice all afternoon and away games. You know it takes up time and you have to set time aside. It helps me, but others react differently."

"I don't think the athlete has changed much from years ago but the world around him is much more complicated and critical. Sports is one of the few areas that's fresh, rewarding, and unsophisticated," Westhead says.

In this "complex and critical" milieu many students view athletes like any other student who is in an extracurricular activity, but a good deal of the athletes themselves sense that they are unfairly tagged with a "jock" label.

"Everybody thinks basketball players have it easy," center and senior captain Joe DiCocco complains.

"I hate being called a jock. A lot of times I'm ashamed to admit I play sports in college." Guglielmi, a special education major, confided. "It puts a bad notion of a stereotype in people's minds. There are a lot of good student athletes and some jocks, like everywhere."

Athletes are also united in their disenchantment with the support they've received lately. With basketball, a number of factors are involved: a team with a little less dazzle than those of the Ken Durrett era, an increase in sophistication of the students (some would interpret that as apathy), and easy access to a television set.

"I think for a lot of alumni and fans, particularly in the winter during the energy crisis, it was just too easy to flick on the TV," Westhead said. "I think there was great interest, not just a mass voice present at the games. I thought the support was moderate to at times good. I don't think at any time it was overwhelming."

"I thought it stunk," Charlie Wise said bluntly. His backcourt mate Glenn Collier diplomatically remarked that "I thought it was pretty bad, it could've been better. It makes a lot of difference down there at the Palestra with a lot of people behind you."

"It's somewhat out of vogue to want that but even pros who make $60 thousand a year say it helps," Westhead noted.

The coach also felt that poor attendance at the team's four games in Madison Square Garden (estimates for the regular season final against Rutgers range as low as 10) was definitely a factor in not receiving an NIT bid.

"The NIT people make decisions on certain criterion and one of them has to be gate appeal," the English lecturer said. "In our case we played there four times and they had a pretty good idea of our gate appeal."

The gate appeal of most of the other sports is, as it always has been, practically non-existent. "It makes you feel pretty sad when the away team brings more people than you and you're playing at home, like against St. Joe's," pitcher Larry White noted.

"The only ones who come out are our parents and a few friends," cross-country and 880-yard runner Paul Morrison pointed out. "There's still a big interest in the school and that diploma. Everybody wants it and it works hard but I think there's a lot of apathy here."

The swimming team, which placed second in the MAC's with an 8-5 dual meet record this year, has made a major move towards respectability with the opening of the Joseph Kirk Memorial Pool. So far, the results have been mixed spectator-wise.

"We understand," Barth, a sophomore accounting major with the highest cumulative average (3.67) of any varsity athlete, said. "There's a lot to do here."

"We're getting more spectators than we've ever had and that goes back to 1940, but if we get 500, they look scattered in such a big complex," swimming coach Jack Lumsden remarked. "I don't blame the student body. On a campus like ours a large percentage of kids have part-time jobs and no spare time."
About ten percent of La Salle's 839 coed students compete in the six women's varsity sports sponsored by the college.

"I understand. I don't go to soccer games," crew captain Gene McHugh admitted. "Friends come down to the river but in the boat you don't know how many people are there anyway. I row for myself and everyone else rows for his own self and ourselves. We represent ourselves and whether we have a La Salle shirt on or not doesn't really matter."

Many of the aforementioned problems have been somewhat sidestepped by a six-team intercollegiate women's program (field hockey, volleyball, basketball, swimming, tennis, and softball) that involves about 10 per cent of the 839 women students; approximately six per cent of the 2,471 male day students are varsity athletes.

"I think it's terrific, We went from nothing to something in two years," Mrs. Mary O'Connor, Director of Women's Athletics, beamed. In the process the women have avoided much of the high pressure evils of the men's sports structure. In a letter clarifying their stance the women's basketball team wrote in the Collegian that "the female athlete at La Salle is not only an athlete but a student whose primary goal lies in the realm of academic endeavors... She, in most cases is not here to further her career in athletics, but to further her education."

"Girl athletes are very well rounded both academically and socially. Our whole lives don't revolve around sports or the people in it," added junior Annette Halpin, a high scoring guard and the most publicized female athlete at La Salle.

Mrs. O'Connor, who has also guided a successful intramural program, likes the current atmosphere. "That's why I don't want to get too involved in scholarships," she confides.

Some girls feel even now that there is too much emphasis placed on winning, however. "That would be my one complaint," Ada Steinmetz, history's second female Rhodes Scholarship nominee, said. "They offer different sports and a very good intramural program but there seems to be too much stress on winning rather than just playing for fun and exercise."

Indications are that a modest scholarship proposal spurred on by the federal government's affirmative action directives will be introduced shortly, although Mrs. O'Connor estimates they might become effective as late as 1979. The directives will make the schools "face up to the anomaly which already exists," according to Dr. McCarthy. With it will come much needed equity but also an increased proclivity towards the cutthroat competitiveness which has bred serious violations in men's sports.

At La Salle, however, the post-Jim Harding era has been a sensible, no-frills athletic regime that for the most part, despite minor disagreements, has pleased both the varsity athletes and the students who take advantage of Hayman Hall.

Barth, summing up the feelings of many of the players, said that Lumsden is "interested in what we do out as well as in the pool. His philosophy is to treat us like men."

Likewise, students are pleased with the expanded intramural program that offers 17 different competitions, everything from basketball and touch football to billiards. While 60.2 per cent of 322 graduates last year indicated they did not participate in varsity or intramural sports, the figures do not preclude recreational use of the facilities. Indeed, for many commuters it's not a question of desire but time.

"A lot of free time is consumed in just commuting itself," Mike Gallagher, a four-year day hop, said. "A lot of people would be more interested if the facilities were more available during free time, but they don't have much of that."

Perhaps this is why only 57.5 per cent of last year's seniors who were polled by the Counseling Center indicated they followed news of varsity and/or intramurals fairly or very closely, certainly a significant drop from the 71.1 per cent who said they did in 1971, but no one is suggesting de-emphasizing basketball. It is still a rallying point, "a common social experience for a large group of people," according to Brother Burke, "There are few occasions in the year when a large group is gathered or is even interested to the extent of watching on television any activity connected with the college and it strikes me that basketball has been serving that purpose pretty well," the president says.

Yet the rallying point has become the television set, and not the Palestra. Perhaps it is only a phase, perhaps DiCocco is correct in his charge that La Salle basketball fans are "front-runners," or perhaps the makeup of La Salle's student body is changing, perhaps the move to a co-educational institution (over a quarter of the students are now women) has led to a decrease in fan interest.

In all likelihood, all are significant factors. "Whatever it is about the present situation," Brother Ellis warns. "is not going to create an interested alumni."

Bruce Beans, '74, is a sportswriter with the Doylestown DAILY INTELLIGENCER and former editor-in-chief of the La Salle COLLEGIAN.
"A balanced athletic program is as important in a university environment as a balanced physics program. It would be absurd to get rid of either of them."

So says a La Salle graduate who experienced both athletic competition and scholarly pursuit in college and learned a little from both. You have already met some of these men previously in LA SALLE. Men like Frank Comerford, Al Cantello, Ira Davis, Jim Finegan, Tom Gola, and Dan Mc Dyer who have gone on to excel in their chosen professions. Others like Frank Corace, Frank O'Hara, Frank Blatcher, and Charlie Greenberg are pictured elsewhere in this issue. On the next eight pages we will chat with some of the other members of the alumni—and the list is far from exhaustive—who have benefited enough from their participation on the field and in the classroom to make significant contributions to society.
ROBERT W. WALTERS

*Competition is the name of the game*

"There's no question about it," says Bob Walters, '47, "both from a playing and coaching standpoint athletic competition serves as an excellent conditioner for a business career." Walters should know. Captain of La Salle's first post-season tournament team (Middle Atlantic Conference runnerups) he later coached an Explorer Big Five Champion and NIT quintet (1965). He is a general partner in Walters Associates, a limited partnership developing and constructing currently at 1818 Market Street, a 40 story, $70 million complex which is the largest single office building ever to be erected with private money in Philadelphia. Bob is president and treasurer of William H. Walters & Sons, Inc., the family mechanical contracting business. He and his brother, Joseph E., a former Villanova court star, are principal owners of ACO Development Co. —developers of Victorian Village Shopping Center, Cape May, N.J., and of Holimark Co.—owners and operators of the 26 story Holiday Inn, at 18th and Market Sts. Walters says that diversification into real estate development was the natural thing to do. "There's a real need for builder-developers who have mechanical contracting experience rather than for broker-developers," he explained. Walters, the first 1,000 point scorer in La Salle's history, says that the exposure to college athletics helps today when he is negotiating and competing for clients. "I told my boys to compete in everything—not just in athletics," he says. "In fact, I wish that I had been on the debating team at La Salle." Walters is completely recovered from a severe heart attack suffered in August, 1971, and serves on a number of civic and charitable boards. "I've learned to delegate authority since then," he says.
When Jack Reardon, '59, was working toward his master's degree in business administration at the University of Pittsburgh, he served as a research assistant for Merrill Roberts. One day Roberts came into the office and told Reardon to take his class the next day—a section in transportation economics. "It was catastrophic trying to prepare for that 50 minute section," recalls Reardon. "But after the first three classes, I said to myself, 'Hey, this is fun.'" And that's how Jack Reardon, a third baseman at La Salle under Frank Hoerst, Jim Pollard, and Gene McDonnell, made his career decision. He later spent a summer as a faculty intern with Arthur Andersen & Co., in Chicago, and earned a doctorate in education from Temple in 1971. Currently an associate professor of accounting at La Salle—and a good one, Dr. Reardon suspects that many members of the younger generation with the ability are missing something by not participating in athletics. "I'm afraid that it's not such a big deal anymore," he says. "And that's a shame." "There was nothing 'glamorous' about playing baseball—our big trips were to Reading and Collegeville, but there was a tremendous psychic income from the experience which gave me a perspective that I never got in the classroom. It helped me to grow as a human being. It helped me to be accepted by my elders. And gave me confidence. I'm not so sure that I could have taken that guy's class if I hadn't had that experience." Reardon was a member of La Salle High's team which upset Olney, 2-1, in the 1955 city championship game. But competing, he says, is even more beneficial than winning. "It definitely contributes a positive input into your development," he explains, "when you're feeling scared before a game and you look around and notice that everyone else is anxious and scared, too."
Bill Raftery, '63, came to La Salle as one of scholastic basketball's brightest blue-chippers. He left with his All America hopes shattered by a painful slipped disc which destroyed his junior year, stripped him of the mobility needed to pursue a career in the NBA. In between, though he did manage to lead the Explorers in scoring as a sophomore. Two years later he helped spark La Salle to an NIT bid, the school's first post-season action in eight years. He also picked up a degree in history education and learned something about the “peaks and valleys” of life. “Laying down on my back that year put everything in perspective,” recalls Raftery. “It gave me some insight into what life was all about. My only regret, maybe, was not winning the NCAA or NIT, but it was a tremendous four years at La Salle.” Bill went to camp with the New York Knicks after graduation, but the bad back had already taken much of the fluidity and stamina needed for the rugged pro grind. He went home to Kearny, N.J., became the town's recreation director and started coaching basketball at Fairleigh Dickinson University's Madison campus. He moved up to Seton Hall four years ago where he also earned a master's degree in education. This year he turned the program of the once-proud Pirates around, guiding them to their first NIT in 17 years and first winner in a decade. “I was a victim of excellent coaching,” he says, referring to his La Salle years under Dudey Moore. “At Fairleigh Dickinson I really thought I knew a lot. From an X's and O's standpoint to an outsider, this year was probably a great one. But there is so much more for me to learn.” One thing that Raftery has learned is that recruiting “inequities” do prevail. “I don't worry about it,” he says. “There are legislative bodies to handle that. Besides, I've been fortunate enough to recruit nice kids. Attitude is very important to me. I want to win, sure. But at what cost, I want to determine.”
THOMAS J. DEVLIN, JR., Ph.D.

Understanding the basic forces of nature

Despite his total involvement in the world of academia and research, Dr. Tom Devlin, '57, treasures a competitive edge just as much as when he was contributing to one of college athletics' greatest dynasties during his undergraduate days as a freestyler on the swimming team. Tom's first varsity meet as a sophomore in 1955 resulted in a loss to Penn. Coach Joe Kirk's Explorers didn't lose again for 39 consecutive meets and Devlin was around to contribute to 34 of those victories. Today he's an associate professor of physics at Rutgers University and a prominent research physicist at the National Accelerator Laboratory, in Batavia, Ill., a suburb of Chicago. His specialty high energy elementary particle physics and high rate now he's studying hyperons, an extremely short-lived species of particle which undergoes radioactive decay in one-billionth of a second. We get them going at extremely high speeds—close to the speed of light," explained Devlin. "The relativistic time-dilation effect causes them to live considerably longer time—long enough for us to study some of their properties and to add experimental data to our understanding of how 'basic forces of nature operate.' Despite the scholarly air of Devlin's work, such research is an extremely demanding activity. "It takes everything I've got, physically and mentally," he says. "We build research facilities, operate some heavy equipment, and put in some long hours. Frankly, this is a highly competitive field. You must stay in shape as much for this work as for athletic competition. I know. I can feel the difference when I haven't been running for a while." Devlin had been interested in science ever since grade school days, but really got turned on to high energy physics in graduate school at Berkeley, California, where he earned his master's and doctorate. Although he has never been particularly interested in athletics as a spectator, he feels that intercollegiate competition plays a vital role. "A balanced athletic program is as important in a university environment as a balanced physics program," he says. "It would be absurd to get rid of either of them."
HENRY G. DE VINCENT, M.D.
From Pro Baseball to Orthopedic Surgery

It was the summer of 1957. His station wagon was packed and his mind was made up. He had asked the Cincinnati Reds' front office for some time to think it over. Hank DeVincent, '57, was down to his last "At-Bat" in organized baseball here in Hornell, in the N.Y.-Pa. League. "Would you believe that I hit the last pitch thrown to me in professional baseball for a home run over the center field fence?" said Dr. DeVincent. "Dave Bristol, our playing-manager, was coaching third and he yelled to me as I circled the bases, 'Gad, you can't leave me now.'" Unlike Dr. Bobby Brown, who had combined medical and professional careers with the New York Yankees, Hank DeVincent had no choice because his medical school, Temple, did not have a tri-semester system and he couldn't go to Spring Training. "I was two years away from my M.D. and still faced two years of uncertainty in pro baseball," DeVincent recalls. "Everyone whom I respected advised me to stick to medicine." DeVincent retired from the game although he feels that he could have made it to the major leagues like such teammates as Tony Gonzales and Cookie Rojas. Today he is a prominent orthopedic surgeon in Huntingdon Valley, performing 300-400 major operations annually at Holy Redeemer Hospital. Actually, when Hank was getting out of Olney High, he appeared headed to Duke University and he hoped to become a dentist. "I guess you could say that I was a 'comer' as student," DeVincent recalls. "I really didn't think that I had the marks to go for an M.D. But I seemed to get better as a student as I went on." Han picked up a few hits in the city title victory over L Salle High in 1952. He also became friendly with some of the Little Explorers like Gene McDonal '55, who were headed to the college. McDonal the baseball coach of the Explorers today, helped sell DeVincent on La Salle. He has never regretted the decision. "My dad died when I was ten," Han says. "I will always be grateful to the Brother because they were the fatherly paternal figure heads for me. They guided me when I needed it the most." DeVincent played soccer and baseball and threw the shot, discus, and javelin in track. He is member of the college's Alumni Hall of Athlete. "It's hard for athletes to keep their marks up, DeVincent says. "It wasn't easy for me to come back after a game at night and ask for the key to get into the lab. It requires a sacrifice. You must make a commitment and must be disciplined to do it. But there were enough guys I knew around L Salle who were willing to do it."
THOMAS J. CONVILLE, JR., ESQ.

Estate Planning was a (championship) stroke away

Thomas J. Conville, Jr., '53 is considered by many to be the greatest individual oarsman in La Salle's tabled rowing history. A one time school-boys singles champion of the U.S. and Canada, he stroked three Dad Vail championship shells for the Explorers and earned himself a spot in the Alumni Hall of Athletes. Today he's vice president in charge of estate planning at Philadelphia's Fidelity Bank, where $3 billion in trust assets filter through his division. A graduate of Rutgers School of Law, Conville has been with Fidelity for almost eight years. For the previous nine years he had been with the Central Penn National Bank. "The trust field has expanded into investment advisory services," explains Conville. "The mutual fund industry has failed people, the brokerage business has had its troubles, and more and more people are becoming aware of banks and their enormous research facilities." Conville might not have been dealing with attorneys, wills, trust and tax work had it not been for sculling. "I was only a marginal student when I started rowing in high school," he says. "But when I won the singles championship as a junior I started to train harder and work harder." Today, Conville is a member of the college's Council of President's Associates and serves as one of the alumni representatives on the college's Athletic Committee. "From my experience on the committee it looks like we run things the way they should be run," he says. "Nationally, though, I wouldn't be surprised to see the roof blow off—especially at some schools where the athletic budgets are too big."
HENRY P. CLOSE, M.D.

It's more than knowing how to win

Dr. Henry P. Close, '33, has enjoyed a distinguished 40-year career as a practitioner, administrator, and cancer research specialist. Presently the director of the department of medicine at Chestnut Hill Hospital, Dr. Close retired in 1971 as chief of staff at the Veterans' Hospital, Philadelphia. Previously, he had served in the U.S. Army and as a Colonel in the Army Reserves where he received a meritorious service award in 1971. He was also chief of medical service at Veterans' Hospitals in Coatesville and Philadelphia. He has done extensive research in cancer chemotherapy and diseases of chest and pulmonary function studies and he has seen two of his sons follow him into the medical profession. "Students today are better prepared for medicine because their total education is better from the beginning," says Dr. Close. "But they really have to be because there is so much more to learn to keep up with the tremendous advances in the study of medicine." Dr. Close was a member of the two La Salle basketball teams generally recognized to have been the first to play a major intercollegiate schedule. As a senior, he high jumped for the track team. "I knew that I always wanted to be a doctor—way back in grammar school," recalls Dr. Close. "But the athletic competition helped considerably. It's especially valuable in teaching you to take reverses. To realize that, maybe, you're not the best in everything. You must know how to lose as well as to win."
JOHN J. BRABAZON, Ph.D.

Now He’s Principal of the School he Scrimmaged

“I was just a farmboy,” recalls Dr. Jack Brabazon, ’61, a former athlete, college coach and recently appointed principal of the brand-new William Tennant High School, Warminster, Pa. Brabazon grew up cultivating a small grain and poultry farm with his dad in Bucks County. Early athletic memories include hitting rabbits and pheasants with rocks, serving as a baseball catcher without a mask and with a webless glove, throwing the shot in high school like a baseball, and starting a scrimmage against William Tennant High School as a 240 pound fullback and ending it as a lineman. “We didn’t have the finances for college,” recalls Brabazon, “so it was either a scholarship somewhere or a service academy.” Jack chose La Salle over St. Joseph’s because the Explorers showed more interest early. “The first time I went to see coach (Frank) Wetzler,” says Brabazon, “he told me not to come back for further instruction until I had thrown the shot 10,000 times.” Majoring at first in pre-med and attaining the rank of Cadet Colonel in the ROTC, Brabazon’s plans for both were altered by (1) the late Brother Azarius, who convinced him to switch to education (“You won’t have any fun as a doctor”), and (2) a heart murmer which ended his military career. He taught and coached track at St. John’s University (N.Y.) and went over to England to earn his Ph.D. at St. Andrew’s. Then came a teaching stint in Long Island, a principal’s slot with the New Hope-Solebury School District, assistant principal and athletic director at Woodrow Wilson High, Levittown, and finally the big job at Tennant last August.

“The major difference I’ve noticed in education over the years is the methodology of teachers,” says Brabazon. “When we were in school it was 90 per cent rote memorization. Today there is more motivation to think. Also, it’s been a gradual process but things are much freer today. There’s a great lack of respect for authority. But when you get right down to it, kids are still kids. They’re crying for love and they’re crying for discipline.”
'35
Anthony J. Amico, educator and supervisor of adult education programs for the School District of Philadelphia has been elected president of the Pennsylvania Association for Public Continuing and Adult Education.

'37
Ralph A. Klinefelter has been appointed information director for the Pennsylvania Catholic Conference, Pittsburgh.

DECEASED: Joseph A. Kenny, Sr.

'40
John L. Mccloskey, vice president for public affairs at the college, has been appointed a member of the Philadelphia City Scholarship Committee by Mayor Rizzo.

'49
Col. John G. Gallagher has been appointed commandant of the 2072nd USAR School, Philadelphia. DECEASED: Theodore J. Farrell.

John J. Goodwin, Jr., M.D. has joined the staff of the Community Mental Health Center at Monroe County Hospital, East Stroudsburg, Pa. William A. Sheridan received a master’s degree in education from the Penn State University. Edward J. Stemmier, M.D. has been appointed acting dean of the University of Pennsylvania Medical School.

'50
Frank De George has been appointed assistant commissioner for administration of the Social Security Administration, Baltimore. James W. Finegan named chairman of the Board and chief executive officer of Gray & Rogers. William Seibertich is a newly elected commissioner of Upper Moreland Twp., Pa.

'I51
Victor F. De Marco has been awarded the Army and Air Force Exchange Service Excellence Award for an outstanding performance as deputy director of the Audit and Inspection Division at AAFES headquarters in Dallas. Thomas J. Kendrick has been elected vice president of Provident National Bank, Philadelphia.

'53
Bro. William Brown is serving as Executive Secretary of the National Assembly of Religious Brothers, and as Coordinator of a Consortium of four Catholic High Schools in suburban Washington, D.C. Frank Cazzetta, Jr. has been appointed vice president and director of information services division of the Hearst Corporation, Baltimore, Md. DECEASED: Philip J. O'Malley, Esq.

'54
Frank F. Smukski has joined the First National Bank of Toms River, N.J. as the bank’s operations officer.

'55
Charles A. Coyle

Cdr. Robert T. Chanler, USN has been appointed director of management consulting services with the Auditor General of the Navy. Charles A. Coyle, assistant professor of Marketing and Management at Philadelphia College of Textiles and Science, received his doctor of education degree from Temple University. Frank J. Noonan has been elected a senior vice president of Fidelity Corporation, Philadelphia.

Robert E. Nedusec, general sales manager of Warner Co.'s Concrete Division, has been promoted to vice president in charge of sales for the division. MARRIAGE: Peter Pino to Rose Manzi.

'56
Joseph D. Gallagher has been named manager, sales training by McNeil Laboratories, Inc.

Robert E. Haentze has been appointed assistant vice president, personnel, of the Philadelphia Saving Fund Society. Thomas F. Perugini has been named a vice president at First National City Bank, New York.

'58
Joseph D. Gallagher

'59
Robert E. Haentze Thomas F. Perugini

'60
Anthony J. Cutrona has been named vice president-controller for Safeguard Automotive Corporation, King of Prussia, Pa. Donald L. Sprague has been appointed vice president and treasurer of Giles & Ramsome, Inc., Cornwells Hghts, Pa. Joseph Stevens has been transferred and promoted to plant manager of American Can Company’s Plastic Container Plant in New Castle, Del. Harry W. Woodcock received a Ph.D. degree from Temple University in theoretical physics. He is an associate professor at Philadelphia College of Textiles.

Augustine E. Moffit, Jr.

Thomas J. Burke has been named international auditor of the Commonwealth Federal Savings & Loan Association, Norristown, Lieut. Com. H. William Heil attended the Reserve Officers Orientation Course at the Armed Forces Staff College, Great Lakes, Ill. Eugene Lee has been assigned to the Brooklyn, New York, territory as a professional sales representative for Smith Kline & French Laboratories. Augustine E. Moffit, Jr., Ph.D. has been appointed senior environmental chemist and toxicologist in the environmental quality control division of Bethlehem Steel Corporation’s industrial relations department.

Louis H. Betz, M.D. has been appointed to the medical staff with privileges in ophthalmology at Evangelical Community Hospital, Lewisburg, Pa. Frederick J. Chao has been appointed vice principal of Archbishop Wood High School for Boys, Warminster, Pa. Dick Johnson, athletic director of Burlington Twp. High School, was inducted in the Burlington County track and field Hall of Fame. George P. Vercessi received a master’s degree in mass communications at San Diego State University and is currently public affairs officer, Headquarters, Twelfth Naval District in San Francisco.

Philip A. Sullivan

George M. Harbison has been elected president and chief executive officer of Jenkintown-Abington Federal Savings and Loan Association. John J. Mc Ginnis has received a master’s degree in Governmental Administration from the Fels Institute-University of Pennsylvania and is also the current Secretary of the Philadelphia Council for the Social Studies. Robert N. Michel has been appointed...
Award winners at the Alumni Basketball Club’s annual banquet on March 31 were (from left): Glenn Collier (‘Most Improved’), Bill Taylor (‘MVP’), Joe Rapeczynski (‘Most Dedicated’), and trainer John Greer (‘Man of the Year’).

Receiving distinguished achievement awards at the annual awards dinner of the college’s Beta Alpha Honorary Accounting Association were (from left): Francis D. DeGeorge, ‘51, director of the Social Security Administration, Baltimore; Peter J. Gibbons, ‘61, a partner of Price, Waterhouse & Co., and Philip W. Fisher, ‘61, executive vice president, Keystone Shipping Co.

Purchasing officer of the Provident National Bank in Philadelphia, Philip A. Sullivan has been elected vice president of the Aikin-Kynett Company, Philadelphia. BIRTH: To William Wixted, and wife Susan, a daughter, Catherine Jean.

1964

J. Bruce Bennett has been appointed acting science department chairman at Valparaiso High School in Newark, N.J. Frank P. Brennan has been named by President Nixon to serve as Metro Chairman and Metro Director of the greater Reading area of the National Alliance of Businessmen. Richard J. Di Pasquale was recently named “Man of the Year” for the Alden- Levine Associates, the general agency of the Mutual Benefit Life Insurance Company. John L. Farley has been appointed manager of compensation and benefits for AHS/International, a marketing group of American Hospital Supply Corp., Inc. Paul J. Gallagher recently opened his new real estate office in Havertown, Pa. James J. Kirschke has been appointed one of the associate editors of the Journal of Modern Literature published by Temple University. Air Force Capt. Joseph G. Donnell is a member of a unit which has recorded 100,000 accident-free flying hours, spanning 11 years of typhoon reconnaissance in the Pacific. Anthony V. Papas, received a master’s degree in sociology from the University of Mississippi and is currently a research assistant in the Institute for Urban Research, University of Mississippi. BIRTH: To Richard Hap-penhauer and wife Rosemary, a boy, Richard. DECEASED: Joseph Duffy.

1965

Thomas P. Mayer

Thomas P. Mayer has been promoted to assistant produce line manager for the Smirnoff Beverage and Import Company, Hartford, Conn. Dennis Perzanowski is teaching communication skills at the Newark College of Arts and Sciences of Rutgers University and is also teaching part time at Hunter College. Lawrence J. Sweeney has been honored by Johnson & Johnson’s Surgical Specialty Division for outstanding sales accomplishments. He received the Gold Medal Award for achieving the highest level of sales excellence in his division. BIRTH: To Ray Leary and wife Marybeth, a boy, Adrian.

1966

Joseph Braun has joined the Doylestown office of Elkins, Morris, Strand & Co. as a registered representative. Lt. J. E. Burk-hart, M.D. is presently serving on the USS Iwo Jima (LPH) as flight surgeon. Louis F. Colantuono, Jr. has been ap-pointed Middle Atlantic regional manager of Shenley World T. & I. Company, a major selling division of Shenley Affiliated Brands Corp. Air Force Capt. Theodore F. Karas received the Department of Defense medal for his meritorious service while assigned to the Field Command Defense Nuclear Agency, Kirtland AFB, NM. Pasquale J. Rosle received a master’s degree in business administration from Penn State University. James W. Sisk, Jr., Esq. has announced the opening of his new office in Flint, Michigan. George C. Woods has been recently promoted to plant manager of Plastics Division, AMP, Inc. in Charlotte, N.C. BIRTHS: To James P. Gilleece, Jr., and wife, a daughter, Jessica Kamila. To Joseph O’Brien and wife Mary, a daughter, Kathleen. To Edward H. Westermann and wife Dawn, a daughter, Debra Dawn. DECEASED: Alfred D. Hills.

1967

Charles S. Argue, an associate of the Philadelphia Reese agency of the Massachusetts Mutual Life Insurance Company, has completed one week of specialization training in Springfield, Mass. as a member of the company’s 13th Career Development School for 26 of its field representatives from 16 states. Charles E. Boland has been installed as president of the Northeast Realtors. Phila. Clifford Judge received a master’s degree in English literature from Seton Hall University. He is currently working in the registrar’s office at the University of Maryland where he has finished his course work for a Ph.D. degree in English Literature. C. George Mc Namara has been elected to the board of directors of the U.S./Canada MTM Association for Standards and Research. William Magarity recently opened “Bill Magarity—VW-Porsche-Audi, Inc.” in Vineland, N.J. Army Capt. Eugene A. Quindlen completed a 23 week army medical department officer advanced course at the Academy of Health Sciences of the U.S.
John L. Cahill is one of thirty-one graduate students at the Catholic University of America who have been named to Who's Who Among Students in American Universities and Colleges for 1974. Michael E. Grum has received a master's degree in engineering from Penn State University. Kenneth F. Klenk received a Ph.D. degree in physics from Lehigh University. Philip D. Kruper is currently director of the behavior therapy program at Norristown Pa. State Hospital. Kenneth R. Kryszczun received a master's degree in environmental science from Drexel University. Edward Lisiecki, Jr. has been elected to the Mercer County, N.J., Charter Study Commission. James J. Mc Donough has been appointed administrative officer at Girard Bank, Phila. Francis Milone received a law degree from the University of Penn. John W. Renshard, Jr. has joined the Fidelity Bank as a senior audit officer. Martin E. Washefsky has been promoted planning and budget manager of Certain-teed Products Corporation, SMG Division. MARRIAGE: Thomas J. Mc Elvogue to Barbara A. Lawson. BIRTH: To Kenneth R. Kryszczun and wife Pat, a son, Keith.

'M0

Henry F. Eberhardt has been appointed assistant treasurer and controller at the Philadelphia International Bank, New York. John R. Gallagher has been appointed administrator of group care homes at Archway School, Atco, N.J. A. William Krenn has been elected to the Public Relations Society of America, Inc. as an associate member. He is presently employed as an account executive in the Public Relations Department of Edward C. Michener Associates, Inc. Harrisburg. Michael D. Motto has been appointed as director of financial services for U.D. Plywood, Eastern Manufacturing, Atlanta, GA. Dennis L. Salvagio has joined the law firm Lovett, Kreuter and Holmes, Orlando, Fl. John C. Starbuck has rejoined Jackson-Cross Company in its industrial sales division. He has previously been employed in the company's commercial division. MARRIAGE: John A. Kennell to Margaret A. Monaghan. BIRTH: To Dennis L. Salvagio and wife, a son, Anthony Leonard.

'71

Joseph E. Huhn was recently elected an officer in the retail banking division of Provident National Bank, Germantown, 1st Lieut. William S. Shannon, USMC has received his wings as a naval aviator and is presently serving on the USS Iwo Jima in the Mediterranean. MARRIAGE: Thomas F. Kennedy to Nancy L. Fanelli. BIRTH: To Francis E. Mc Call and wife Kathleen, a daughter, Kathryn Joanne.

'72

James D. Greaves has been appointed sales manager of the Chews Landing Gloucester Twp., N.J., office of the Lenny Real Estate agency. Larry Lawfer has recently been appointed to the position of site supervisor for the Barry County, Mich. Senior Citizens Nutrition Program. BIRTH: To Henry W. Goldberg and wife Diane, a son, Marc Scott.

'73

Gary Brubach, a favorite at the La Salle Music Theatre, made his New York debut in the musical revival 'Oh, Lady! Lady!' at the Equity Liberty Theatre, NY. Air Force 2nd Lieut. Charles Fries has finished his fifteen weeks of Officer Training School, including four weeks flight training program at Lackland Air Force Base. Airman Joseph C. George has been assigned to Sheppard AFB, Tex. after completing Air Force basic training. Richard F. News has been commissioned a second lieutenant at the Marine Corps Development and Education Command, Virginia. MARRIAGES: James E. Gallagher to Christine Ott. Susan E. Kelly to William McCallion. Maureen T. Kraft to William A. Johnson. Dale R. Neas to Theresia L. Haligreen. Richard F. News to Veronica M. Pizzi.
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TWO BY TWO  June 26 thru July 27
Richard Rodgers has happily led three distinct lives in a long and distinguished career as a composer of musical plays. There were the early years with lyricist Lorenz Hart, the brassy, bittersweet '20's and '30's, topped off by PAL JOEY (acclaimed last season at Music Theatre). Then came the innovative, more tender time of melodic drama with Oscar Hammerstein II, beginning with OKLAHOMA! in 1943, blossoming into CAROUSEL and SOUTH PACIFIC and gently closing with THE SOUND OF MUSIC in 1960. Most recently, Rodgers has continued to refine and expand his work in a third phase and Music Theatre is especially pleased to present the first Philadelphia production of the most ambitious of these post-Hammerstein creations in which the familiar, warm-hearted, lushly melodic imagination has been wedded to the Old Testament tale of Noah's Ark. TWO BY TWO (book by Peter Stone, lyrics by Martin Charnin) features a strong but relatively simple framework of a story, unadorned except with compassionate humor and, of course the rich raiment of the music. "... everything comes together and the show glows."—Clive Barnes, N.Y. Times "... a musical to be loved, to be cherished."—John Chapman, N.Y. Daily News.

In a revival minus the imposing but sometimes irrelevant star distraction of the original, there promises to be brand new breathing room for the play itself— and for Maestro Rodgers' score — to shine.

OUT OF THIS WORLD  August 2 thru September 1
What more is there to be said — or sung — of Cole Porter? The "gentleman songster" from Yale who brought a sophistication to the American musical comedy turned occasion of "another opening, another show" into succession of memorable artistic and social events strung out over several decades.

Porter's endlessly inventive words and music are receiving another well-deserved round of applause these days and new waves of enthusiasm are proving to be far more than fleeting phases of the current nostalgia boom.

In 1950, shortly after his brash merger of Shakespeare's TAMING OF THE SHREW with his own genius for chivalry, rhyning (KISS ME KATE), Porter turned his talent once more to classical lore. The result was, however, considerably less respectful musical metamorphosis of Graeco-Roman mythology than the adaptation of beloved Bard had been. OUT OF THIS WORLD is nose-thumbing rough and tumble which treats with equal irreverence men, women, and the immortal gods. This musical variation of the oft-told but durable gag about Jupiter, Aemilia, Amphilochus and their trans-coast triangle catches both the irresistible impudence of classical comedy and the Olympian forked lightning of "Kitty Cole's" own immortality.

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They were the days, my friend!